

# Advertising Age

Entered at second-class matter Jan. 6, 1932, at the post office Chicago, Ill., under the act of March 3, 1879. Copyright, 1958, by Advertising Publications, Inc.

August 25, 1958  
Volume 29 • Number 34  
This Issue \$1 a Copy

CHICAGO 11 • Published Weekly at  
200 E. Illinois St. • DE 7-5200  
NEW YORK 17  
480 Lexington Ave. • YU 6-5050

THE NATIONAL NEWSPAPER OF MARKETING

## Blatnik to Seek Funds to Aid FTC in Policing Ads

After Uncovering Its 'Inadequacies,' He's for 'Constructive' Step

By Stanley E. Cohen

WASHINGTON, Aug. 21—The Federal Trade Commission may discover next year that there is a jackpot at the end of the congressional gantlet.

In four sizzling reports, a subcommittee headed by Rep. John Blatnik (D., Minn.), has contended that FTC has a miserable record so far as its policing of advertising for cigarets, weight reducers, tranquilizers, and dentifrices is concerned (AA, Aug. 11, 18).

But today Rep. Blatnik told ADVERTISING AGE that he thinks there has been enough said about FTC's shortcomings. In the next session—assuming his constituents come through with the same sort of top-heavy plurality he has piled up in recent years—he says his big job will be to see that Congress gives FTC the kind of budget and manpower it needs to keep up with today's fast moving advertising industry.

Between roll calls during today's adjournment rush, Rep. Blatnik reiterated his belief that his investigations showed FTC has "atrophied" and failed to keep up with new techniques used in misleading advertising. He is convinced this happened because the commission has been timid about  
(Continued on Page 185)

## Spot TV Sales Gain 9.7% in Quarter: TvB

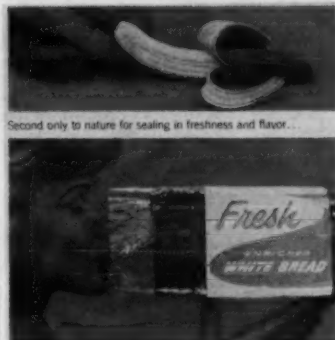
P&G, Lever, Colgate Keep Top Spots; Their Expenditures Up Sharply

NEW YORK, Aug. 21—The soap makers which moved into the top three positions in the Television Bureau of Advertising's first quarter report on 1958 tv spot expenditures were still right there in the second quarter.

Procter & Gamble, Lever Bros. and Colgate-Palmolive not only held their previous first, second and third places in that order, but showed significant increases over their second quarter expenditures for 1957. P&G went from \$6,518,900 to \$8,454,700; Lever from \$2,011,200 to \$4,636,800 and Colgate from \$1,777,800 to \$4,180,400.

TvB estimated total spot time sales for the quarter at \$130,353,000. This represented a 9.7% increase over the same period last year, which was reported at \$118,870,000. A comparison of business on 275 stations reporting during both quarters showed an increase of 9.4%.

Norman E. Cash, president of



Second only to nature for sealing in freshness and flavor...

**AVISCO CELLOPHANE**

TIP—Avisco cellophane—like a banana skin—protects flavor and freshness, says this color page for the Oct. 18 Saturday Evening Post—the third of an American Viscose Corp. series. Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, is the agency.

Invested 7% More in '57 . . .

## Top 100 National Advertisers Hike Ad Expenditures to \$2.2 Billion

General Motors, P&G, Ford Lead; Food Advertising Predominates as 21 Food Companies Land on List; Auto Makers Second Biggest Spenders Among Leaders

(Marketing profiles of the 100 leaders begin on Page 45.)

CHICAGO, Aug. 22—The 100 leading national advertisers increased their advertising expenditures 7% to \$2.2 billion in recession-hit 1957.

The figure compared with \$2 billion for the 100 leaders in 1956.

The largest expenditure was by General Motors Corp., which spent an estimated \$144,526,000, compared with \$162,499,248 in 1956. GM maintained its lead despite a cutback for the second consecutive year.

In second place was Procter & Gamble, which narrowed the gap by boosting its advertising investment to an estimated \$110,000,000 from \$93,-

000,000 in 1956.

ADVERTISING AGE's third annual compilation of total advertising expenditures of the 100 leading national advertisers showed a majority holding the line or hiking expenditures to whet consumer wants in the year the recession slowed a booming U.S. economy. Of the 100 leaders, 74 increased expenditures, three held even and 23 cut back.

Trailing General Motors and Procter & Gamble was Ford Motor Co. in third place, with an estimated total of \$103,500,000, up from \$88,650,000 in 1956.

Others in the top ten were General Foods Corp., with an estimated \$87,000,000 (up from \$77,700,000 in 1956); Lever Bros. Co., \$80,-

## Colgate Names D'Arcy for Cashmere Bouquet

Studebaker Confirms Agency's Appointment in Acquisition-Laden Week

NEW YORK, Aug. 20—The lifeblood of an advertising agency is new business, and D'Arcy Advertising Co. today appeared to be in no need of any transfusions.

Studebaker-Packard Corp. came through with its expected appointment of D'Arcy, as exclusively reported by ADVERTISING AGE (AA,

July 28).

And Colgate-Palmolive provided the soapy frosting on this cake by assigning its Cashmere Bouquet line to D'Arcy.

Selva & Lee, Studebaker's newly appointed pr counsel, placed the auto company's billings at "approximately \$7,000,000." Cashmere Bouquet is expected to bill \$2,000,000.

It never rains but it pours. D'Arcy added the \$3,000,000 Nehi account 12 days ago, and it picked up the \$2,000,000 Halo account last January.

Robert M. Ganger, board chairman of the hottest agency on Madison Ave., was exuberant. He told ADVERTISING AGE today that D'Arcy's New York office has tacked on \$18,000,000 in new billings this year. He said the office pitched four accounts this year—and got  
(Continued on Page 184)

## Florist Group's Account Goes to Keyes, Madden

\$1,700,000 Account, Formerly at Grant, Has Been Hit as Heavy in TV

DETROIT, Aug. 21—Florists' Telegraph Delivery Assn. today appointed Keyes, Madden & Jones, Chicago, to handle its \$1,700,000 account—catching many in ad circles by surprise.

The surprise was occasioned by the fact that the agency was one of two of the four finalists not possessing a Detroit office—a criterion supposed to have been important in Detroit-based FTDA's selection.

Two of the runners up—MacManus, John & Adams and N. W. Ayer & Son—have Detroit offices, while the third, Cunningham & Walsh, does not.

FTDA's president, Eugene  
(Continued on Page 185)

## Last Minute News Flashes

### Gehl Mfg. Names Klau-Van Pietersom-Dunlap

WEST BEND, WIS., Aug. 22—Gehl Mfg. Co. has appointed Klau-Van Pietersom-Dunlap, Milwaukee, to handle advertising of its forage harvesters, hammer mills and silo filters. Brady Co., Appleton, Wis., has handled the account for the past two years. K-VP-D will get a new consumer ad program started Dec. 1.

### 'Soft Smoke' King Sano to Bow in September

NEW YORK, Aug. 22—U. S. Tobacco Co. will introduce its new "soft smoke" King Sano filter-tip cigaret next week with pages in the Sept. 1 issues of *Life* and *Time* and early September issues of *Look*, *Newsweek*, *Sports Illustrated* and *The Saturday Evening Post*. Newspaper advertising and radio and tv spots will break about mid-September in selected markets. Company claims new "soft smoke" King Sano contains only 0.5 mg of nicotine and 8.8 mg of tar, which makes it 50% lower in nicotine and 26% lower in tar than any other cigaret. It will be sold in the regular King Sano package. C. J. LaRoche & Co. is the agency.

### Buchen Adds Cast Iron Pipe Research Assn.

CHICAGO, Aug. 22—Buchen Co. has been appointed to handle advertising for the Cast Iron Pipe Research Assn., effective Sept. 1. The account is expected to bill around \$500,000. H. B. Humphrey, Alley & Richards, New York, is the current agency.

(Additional News Flashes on Page 185)

## Tentative Outdoor Rules Allow Some Brand Advertising

However, 'Next-to-Last' Version May Be Stiffened, Commerce Dept. Warns

WASHINGTON, Aug. 21—A "next to final" version of the billboard control rules which the Department of Commerce has drafted for the interstate highway system proved this week to be somewhat less drastic than Commerce Secretary Sinclair Weeks indicated during recent testimony before the Senate public works committee Aug. 18.

The draft, which was circulated privately this week to members of the House and Senate committees handling road legislation, carried out the plan outlined by the Secretary to cluster most signs at roadside "information sites" where they would be seen only by mo-  
(Continued on Page 181)

Standard Deviation? . . .

# Jersey Standard Names Ogilvy for 'Extra' Campaign

### Move Seen as Possibly Another Cut in McCann's Historic Standard Role

NEW YORK, Aug. 20—Ogilvy, Benson & Mather has been named to handle a special institutional campaign for Standard Oil Co. (New Jersey). The campaign—to run in magazines—was described by the company as "over and above anything McCann-Erickson has done for us.

"Nothing has been taken away from McCann-Erickson," a company official told reporters. "Rather, this is an addition to our regular institutional advertising campaign."

As to whether it is to be a permanent or spot assignment, he was noncommittal.

But it represented an important piece of business for OBM. Last year Jersey Standard spent about \$1,250,000 for institutional advertising, including the cost of advertising in international publications and sharing the cost of the "Esso Reporter" tv show with Esso Standard. It seemed likely that institutional spending will be heavier next year.

It represented the first oil business for the agency since Sun Oil Co. waltzed out of what was then Hewitt, Ogilvy, Benson & Mather, following the withdrawal of Anderson F. Hewitt from the agency. The Sun account was ultimately awarded to Ruthrauff & Ryan; last year it shifted to William Esty Co.

At McCann-Erickson the news was greeted equably, but with a certain amount of foreboding. McCann-Erickson has been the agency of record for the Jersey company since the dissolution of the Standard Oil trust in 1912. H. K. McCann was the oil company's advertising manager, before setting up an agency to handle its account in 1913.

Over the years McCann has handled most of the Standard Oil (Continued on Page 183)

## Keepsake Print Campaign Offers Teens Advice on Dating—Diamond Ring Sell, Too

SYRACUSE, Aug. 19—A. H. Pond Co., manufacturer of Keepsake diamond rings, has launched a \$600,000 national campaign directed



STUDENTS—This ad, scheduled for the November Seventeen to promote Keepsake diamond rings for A. H. Pond Co., offers "The Art of Dating" for 50¢ and the coupon.



HOMONYMOUS—This color spread in the Aug. 24 New York Times Magazine and Newark Evening News opens the fall campaign for Health-tex children's clothes.

## Standard Romper Bases Push on Paradoxes—Such as Fact It Doesn't Make Rompers

NEW YORK, Aug. 19—Standard Romper Co. doesn't make rompers at all—and therein lies an ad campaign.

"Words are funnier than people," says the company in a campaign which entertains its young customers—and their mothers—by pointing out the paradoxes of the English language, while at the same time extolling the virtues of Health-tex clothes for children.

The campaign opens Aug. 24 with color spreads in the New York Times Magazine and Newark Evening News. One page shows the red-headed Health-tex kids illustrating a game of homonyms—the differences between "son" and "sun," "pair" and "pear," etc.

The opposite page—prominently labeled, "This page is to read"—explains it all: "Read is not the same as read, though it is possible to be tickled by both. Spelling bees cannot even spell. Two and two are four, but to and too are not.

"And Health-tex is not the name of a healthy cowboy. In fact, Health-tex is not even from Texas. It comes from New York and is made by the Standard Romper Co., which does not make rompers at all. It makes diaper sets and longie sets. It makes woven shirts and knit shirts. It has creepers and crawlers that never creep or crawl, but are very nice for children who do. All these clothes (and lots more) have the name Health-tex. And they are all as washable

as you. If you wear size six months to size eight, you are big enough for Health-tex. And you can easily afford to pay for it. Health-tex may look too expensive for words, but it's not: Health-tex is to wear."

The campaign will also run in b&w pages in the September and November issues of Ladies' Home Journal with the headline: "The words are to guess. Health-tex is to wear." The illustrations are in outline so that the children may color them in.

A two-color page (b&w except for the children's carrot-tops) also will run in the Sept. 6 New Yorker, followed by a full-color page in the Oct. 19 New York Times Magazine.

Hockaday Associates is the agency. #

### Chap Stick Radio Budget Up

Chap Stick Co., a division of Morton Mfg. Co., Lynchburg, Va., has doubled its planned fall spot radio budget for a product improvement and distribution expansion push to run Oct. 15 to Feb. 28, in 64 markets. Lawrence C. Gumbinner Advertising Agency, New York, handles the Chap Stick account.

### Cory Snow Adds Account

Cory Snow Inc., Boston, has been appointed to direct an advertising and public relations program for Northern Berkshire Development Corp., North Adams, Mass. Purpose of the drive, which will use newspapers, trade publications, magazines and direct mail, is to bring new industry to northern Berkshire County.

### Joins 'House & Garden'

Verne Westerberg, formerly with American Credit Indemnity Co., has joined the Chicago advertising sales staff of House & Garden.



D. M. MARSHMAN JR. has been named vp and creative director, a new post, of C. J. LaRoche & Co., New York. With the agency five years, he has been a copywriter, account executive, assistant to Chester J. LaRoche and member of the plans board.

## Philco Again Buys TV Sponsorship of Miss America Show

PHILADELPHIA, Aug. 19—The entire stage show of the Miss America pageant, including all categories of judging and selection of Miss America 1959, will be presented on the CBS-TV network Sept. 6 by Philco Corp.

A total of 51 girls, representing 46 states and New York, Chicago, Washington, Hawaii and Canada, will participate.

For the first time since the beginning of the pageant telecast, which Philco has sponsored since 1954, all talent scholarship winners will be seen on television. Scholarship winners are derived from the Miss America Scholarship Foundation, to which Philco contributes as a sponsor.

Tv coverage of the event also will include (1) the presentation of the 10 semi-finalists in the four categories of judging—evening gown, swimsuit, talent and personality; (2) the farewell speech of the reigning Miss America and (3) the announcement of the new Miss America.

In addition, all contestants will be seen individually on the telecast for home-state viewing.

Lee Meriwether, who was Miss America in 1955, will be Philco's hostess on the telecast. Douglas Edwards will be the anchor man, and Bert Parks again will emcee the show. #

## TV Coverage Is Up 14% Since '56, Nielsen Reports

### Report Indicates Many States Get TV Service From Out-of-State Station

NEW YORK, Aug. 20—A 14% increase in reportable tv stations has added an average of 3.5 stations to each state's total television service, John K. Churchill, vp of A. C. Nielsen Co., told a press conference here today.

The percentage figure, which represents a gain from 441 stations in 1956 to 505 in 1958, was reported as part of Nielsen's Coverage Service No. 3, the final and most extensive section of which will be released to subscribers Aug. 25.

Texas is the leader in reportable tv station coverage, Mr. Churchill reported, with 12 new stations making a total of 52 different tv outlets serving its 254 counties. Only three states—Delaware, Louisiana and New Jersey—lost a station in reportable coverage during this period. The remainder were up an average of two or three stations, with only two states—Michigan and the District of Columbia—showing no change.

The Nielsen findings pointed out that 50% of tv service is supplied by stations located outside of the reported state. Pennsylvania (second only to Texas) is serviced by 51 tv stations. Only 21 of these are located within the state's boundaries. Vermont, New Hampshire and Delaware, for example, have one reportable tv station apiece operating within their boundaries, but both Vermont and New Hampshire are serviced by 14 stations. Delaware is serviced by nine. New Jersey remains the only state without a tv station within its boundaries; yet it receives service from 11 outside stations. A total of 16 stations (Continued on Page 32)

## FTC, Retailers Set 'Guides' to Control Tire Ads

### Misleading Designations for Tire Grades Among Practices Hit in Code

WASHINGTON, Aug. 20—A noble experiment got under way here this week—to determine whether the combined efforts of the Federal Trade Commission and the leading association of independent tire dealers can result in the elimination of advertising abuses which plague the tire industry.

As its contribution to the experiment, FTC has promulgated a special 12-point "Tire Industry Guide," pinpointing the tire advertising practices which it regards as particularly objectionable.

To breath vigor into the FTC's "guide," National Tire Dealers & Retreaders Assn. has outlined an active promotion campaign designed to stimulate compliance with the FTC "guide" and to root out the advertisers who deliberately violate them.

This is FTC's second experiment with special advertising guides for an industry with special problems. Its earlier effort in the tobacco field has been carried out without organized cooperation from the industry and admittedly has bogged down during the past year as industry members became embroiled in a new series of claims over the effectiveness of filters.

FTC's decision to draw up an advertising guide for the tire industry came after the NTDR passed a resolution calling for action to remedy the admittedly bad situation that had developed in the industry.

The association put together a (Continued on Page 166)

## 'Business Week' 'Look' Say No Rate Hikes Are in Sight

NEW YORK, Aug. 19—At least two top publications here—Look and Business Week—will keep the lid on advertising rates in 1959, despite increased postal rates.

Don Perkins, vp and ad director of Look, today announced there will be no increase in ad rates through "at least the first quarter" of 1959 because of "excellent consumer reaction" to higher newsstand and subscription prices, raised to 20¢ per copy and to \$5 per annual subscription Aug. 20. Look's total circulation is currently about 5,600,000, of which 4,800,000 is by mail.

Another big book sitting on ad rates is Business Week, which expects to service 328,000 mail subscriptions by the end of the year. John M. Holden, advertising director, said today no ad rate increase is likely because of a planned modernization program and "possibly increased subscription rates by Jan. 1." Business Week now sells for 50¢ per copy, \$6 per year. #

### Beach Elected President

James W. Beach, central division vp of American Broadcasting Co., has been elected president of the Broadcast Advertising Club of Chicago for the 1958-1959 season, succeeding Ward L. Quaal, president of WGN Inc. Holly Shively, Erwin Wasey, Ruthrauff & Ryan, was elected secretary, and Marilyn Duff, Earle Ludgin & Co., was re-elected treasurer.



Reva Korda

## Ad Tyro Wastes Effort in Agency Mailroom: Korda

Ogilvy VP Advises Young Admen and Women to Cut Teeth on Retail Ads

NEW YORK, Aug. 19—A good prototype of the successful young adwoman is Reva Fine Korda, the only woman vp at Ogilvy, Benson & Mather.

Now creative supervisor of the Helena Rubinstein account, she joined the agency five years ago from the retail ad field. And her advice to all ad aspirants is to tread the retail trail first. Then head for Madison Ave.

"Anyone interested in advertising should never go into an agency first," she insists. "They'll never learn enough, fast enough. In an agency, there's so much money involved in an ad that the whole thing is approached with great awe—it's such a slow-moving, fearful, brooding constipated procedure."

There are so many conferences, research projects and okays to delay an ad, that the tyro may not get any samples for a year, she points out. But in retail advertising, the beginner learns to work fast, turning out ads day after day. He learns to trust his intuition and has immediate proof of whether his ideas are good or bad.

"Those daily ads are like the bar exercises in ballet," she says. "I always feel sorry when I see young people starting out in an agency mailroom; they'll never be as good as they could be."

One of the hardest things confronting people in advertising today, Mrs. Korda believes, is the staggering number of people and conferences often involved in one ad.

"I read some ads and wonder if they were really written by someone who speaks English. The

(Continued on Page 186)

## Canada Set to Give New Board Radio-TV Rule

Only Function Remaining with CBC Is Running Own Network

OTTAWA, Ont., Aug. 20—Canada's new regulatory board for radio and television will have the power to regulate the character of advertising on radio and tv and the time that may be given to advertising by any station or network.

In introducing the new broadcasting bill to the Commons, National Revenue Minister George Nowlan said that the proposed Board of Broadcasting Governors also will regulate the establishment and operation of networks of broadcasting stations, the activities of public and private broadcasting and tv and the relationship among them.

In effect, it takes these powers away from the board of governors of the Canadian Broadcasting Corp., the publicly-owned company which has administered both public and private broadcasting in Canada since its inception. In the future the main function of the CBC governors will be to administer the business of the government service. Even its authority to issue licenses has been turned over to the new board.

From now on, the new board of broadcasting governors will hold public hearings on applications for new radio and tv broadcasting licenses and its recommendations will be forwarded under the Radio Act to the Minister of Transport.

The regulations state that the purpose of the new board is the "insuring of the continued existence and efficient operation of a national broadcasting system and the provision of a varied and comprehensive broadcasting service of a high standard that is basically Canadian in content and character."

The new board will have the "final determination" in any disputes and differences between radio and tv broadcasting setup. CBC will continue to operate a national radio and tv broadcasting service as before.

However, under its revised powers it will not be allowed to acquire or dispose of any property in excess of \$100,000 without authority of the governor in council. CBC accounts will be audited each year by the Auditor General, and its capital budget and operating budget for the following year

(Continued on Page 183)

## AGED BY FRESH AIR

6 FULL YEARS



FOR A RARE BOURBON TASTE YOU'LL REALLY WANT TO TRY!

OLD Glenmore

**NATURAL**—Glenmore Distillers Co. cites the advantages of open-rick warehouses in a newspaper push scheduled for 214 newspapers in 194 markets starting in early September. Outdoor will also be used in 30 markets. D'Arcy Advertising Co. is the agency.

## CFAC 22nd Annual Ad Workshop Set to Begin Oct. 13

CHICAGO, Aug. 20—The Chicago Federated Advertising Club will present its 22nd annual workshop on advertising this fall starting Oct. 13.

There will be eight sessions, running six weeks each on copywriting, art and layout, production, industrial advertising, marketing and merchandising, tv and radio, direct mail and public relations and publicity.

The teachers of the seminars will be specialists in their respective field:

Emerson Foote, senior vp and director of McCann-Erickson, will be the keynote speaker at the kickoff meeting, to be held Oct. 2.

The 1958 CFAC workshop co-chairman are Ferd Isserman, brand manager of Toni Co., and Ruth Wood, account executive, Needham, Louis & Brorby.

A. B. Stone, vp of Henri, Hurst & McDonald, is chairman of the permanent educational committee. Assisting him are Robert Enlow, American Medical Assn., and James R. Brooks, Ekco Products Co.

Registration for the workshop may be made in advance by writing or phoning CFAC, 36 S. Wabash Ave., Chicago, Franklin 2-4288, or at the kickoff meeting. Fees for each six-week clinic is \$17.50, if paid in advance of the sessions (\$20 when sessions get under way), and each additional clinic will be \$5. #

## Cabell Eanes Joins FAAG

Cabell Eanes Inc., Richmond, Va., has been accepted as a member of the First Advertising Agency Group. FAAG is a national affiliation of independent advertising agencies.

## Leichman-Winters Adds 1

Donnybrook Ltd. and Donny Jr., New York, manufacturers of coats and suits, have appointed Leichman-Winters, New York, to handle advertising. The previous agency was Ashe-Engelmore.

## Rothmans Admits Cigaret-Cancer Tie; Ads Stress Improvements, Moderation

Cigaret Smoking, 'with Moderation,' Still Safe, Says Canadian Marketer

TORONTO, Aug. 21—Admitting a link between lung cancer and heavy smoking, Rothmans of Pall Mall Canada Ltd. this week took page ads in Canadian newspapers to summarize "the facts as they stand today."

The all-text ads by the cigaret manufacturer ran in dailies Monday, Tuesday and Wednesday. They followed a recent statement by a Rothmans executive that the smoking-cancer link had been proven "beyond all reasonable doubt" (AA, Aug. 4).

Rothmans, now out to expand its share of the Canadian cigaret market, began a series of ads on the cancer question two months ago. This week's instalment is the third in the series.

Young & Rubicam, Toronto, is the agency.

The newest ad made these 10 points:

1. The Rothmans research division "accepts the statistical evidence linking lung cancer with heavy smoking. This is done as a precautionary measure in the

interest of smokers."

2. "The exact biological relationship between smoking and cancer in mankind is still not known, and a direct link has not been proved."

3. Inhalation studies on animals "have been largely negative," but "application of tobacco tar on the skin of certain animals has produced cancer and therefore indicates that tobacco smoke condensate contains carcinogenic substances which are at least active to those animals."

4. "The suspected chemicals in tobacco smoke that have produced cancer in animals have been identified. In fractionation studies, the majority of the active carcinogenic agents were located in the fraction which is eluted with carbon tetrachloride from the neutral tar. This fraction represents only 1.7% of total tobacco tar and, when applied in the heavy concentration of 10%, produced 100% cancer on animal skin."

5. "Further studies were then conducted to determine whether there was a threshold level at which total tobacco tar would not produce cancer on animal skin. It was discovered that there was a dose level at which the development of animal cancer was so small, and the latent period before the formation of tumours so long, that for all material purposes it represented a threshold level. This minimum level is about one-third the optimum level."

(Continued on Page 186)

## 86-Proof Edition of Old Grand-Dad to Be Marketed

National Banks on Continuation of Trend Toward Straight Whiskies

NEW YORK, Aug. 20—National Distillers Products Co. will market for the first time next month an 86-proof bottling of its premium bonded bourbon, Old Grand-Dad.

A major advertising campaign for the new 86-proof Old Grand-Dad will be launched in September on a market-by-market basis, starting in New York with page ads in major newspapers. Advertising in magazines and on outdoor panels is expected to start in October.

The current advertising for the 100-proof bonded Old Grand-Dad will continue unchanged, Allyn Shilling, vp and director of advertising, said. A new and greatly expanded campaign will be opened for the 86-proof bottling.

B. C. Ohlandt, exec vp of the company, told a press conference here today that introduction of the 86-proof bottling is expected to give sharp impetus to the current trend in favor of straight whisky. He predicted that straights and bonds in 1958 will outsell blends for the first time since the end of World War II.

The new 86-proof bottling of Old Grand-Dad will be marketed in a price bracket between premium-price bonds and premium-price straights. In New York it is expected to sell at about \$6 a fifth.

By this move, Mr. Ohlandt said, National Distillers rounds out its

(Continued on Page 32)

COMING—Eureka Williams Corp. will use this page and a half in Parade, This Week Magazine and Weekend on Oct. 5 for its "Big change in cleaners..." fall campaign. The campaign is set to open in Life, Sept. 29. Earle Ludgin & Co., Chicago, is the agency.

## Four Leave Sackheim to Form Own Agency

NEW YORK, Aug. 22—Four top executives who resigned from Maxwell Sackheim & Co. earlier this week are forming a new advertising agency. Its name and location may be announced next week.

What he termed "very unexpected" resignations were accepted at once by Maxwell Sackheim, chairman of the board, from Lester Wunderman, exec vp and chairman of the plans board; Irving Wunderman, vp and copy chief; Ed Ricotta, vp and art director, and Harry Kline, account executive.

■ Asked whether any accounts might be leaving Sackheim to join the new agency, Irving Wunderman replied: "We're optimistic."

Mr. Sackheim said there were "no account changes that I know of" pending.

Simultaneously with the resigna-

tions, Mr. Sackheim announced election of Sherman Lurie as vp and chairman of the plans committee, Richard Sala as vp in charge of art and Peter Rabar as vp in charge of copy.

■ Mr. Ricotta was one of the agency founders some 13 years ago when he and Mr. Sackheim left Franklin Bruck Advertising to form the present agency. The Wunderman brothers joined the agency about a year later and Mr. Kline around five years ago. Mr. Kline was account executive on Alexander Hamilton Institute and Famous Artists Schools.

The Sackheim agency also told its annual board of directors meeting this week that the last fiscal year was "the best in its history." Earlier (AA, Feb. 24) 1957 billings were reported at \$5,500,000. ■

**Bradley, Venning Adds One**  
Drug Research Corp., New York, has named Bradley, Venning &

Hilton Ltd., Toronto, to handle Canadian advertising for Sustamin, Regimen, Insta-Pep, Jandrex, Royal Jellavite and other products.

### Tatham-Laird Names Kinzie to Succeed Jameson, Retired

Harry Kinzie Jr. has been named copy chief of all media of Tatham-Laird Inc., Chicago. Mr. Kinzie succeeds John H. Jameson, formerly print copy chief of the agency, who has retired.



Harry Kinzie Jr.

Since joining the agency in April, 1956, as a print copy supervisor, Mr. Kinzie has been a group creative director, assistant print copy chief, and most recently acting copy chief. Mr. Kinzie's new duties embrace all media including radio and tv.

## Highlights of This Week's Issue

The 100 leading national advertisers increased their advertising expenditures 7% to \$2.2 billion during 1957. Advertising Age finds in its annual study of the top spenders .....Page 1

D'Arcy Advertising hums with activity as it adds Cashmere Bouquet account to its recent acquisition of Studebaker-Packard .....Page 1

Florists Telegraph Delivery Assn. names Keyes, Madden & Jones to handle its account, succeeding Grant Advertising .....Page 1

Ogilvy, Benson & Mather is named to handle a special institutional campaign for Standard Oil Co. (New Jersey); move is seen as another possible slice off of McCann-Erickson's historic role as the Standard agency .....Page 2

Standard Romper Co.—which doesn't make rompers—runs campaign pointing out word paradoxes of the English language, and of its own company name, to sell its Health-tex clothes for tots .....Page 2

Campaign for Keepsake diamond rings offers teen-agers advice on dating and promotes its diamond rings to girls who may soon be brides-to-be .....Page 2

Phileo Co. will sponsor Miss America pageant on CBS-TV network Sept. 6 .....Page 2

A 14% increase in reportable tv stations has added an average of 3.5 stations to each state's total television service, A.C. Nielsen Co. reports .....Page 2

Rothmans Ltd., Canadian cigaret producer, admits there is tie between cigarets and cancer; its ads counsel moderation, stress improvements in cigarets .....Page 3

Canada's new regulatory board for radio and television will have the power to regulate the character of advertising on radio and tv and the time that may be given to advertising by any station or network; Canadian Broadcasting Corp. will run its own network in future, not have powers over public and private broadcasting in Canada .....Page 3

Beginners in advertising should cut teeth on retail advertising, not get their start in an agency mail room where they won't have a chance to learn anything about advertising or develop their own skills. Reva Fine Korda, vp, Ogilvy, Benson & Mather, says .....Page 3

The Chicago Federated Advertising Club will present its 22nd annual workshop on advertising this fall starting Oct. 13 .....Page 3

Foote, Cone & Belding realigns its staff on the Edsel account, will return more staff members from the Detroit office to the Chicago office .....Page 3

Suburban shopping centers should use professional advertising help, Marvin Kahn, vp of the Gray Drug Stores chain, Cleveland, says in Chain Store Age .....Page 18

Car makers' ad policies snub small towns, the Tribune, Wisconsin Rapids, Wis., says .....Page 19

"The Big Company Look" by J. Harvey Howells, shows effect of business world on men in the system .....Page 22

Hoffman Electronics pushes sun-powered radios .....Page 37

Package should be designed early in market planning stage, food men are told .....Page 40

European agencies would rather exchange accounts and billings than ideas, Alex Franz tells Affiliated Advertising Agencies Network .....Page 106

Montgomery Ward blazes its love for Denver in newspaper ads when it opens second retail store in city .....Page 170

Phileo triples its budget for its washer-dryer .....Page 180

### REGULAR FEATURES

Advertising Market Place .....182

Coming Conventions .....149

Editorials .....12

Farm Magazine Linage .....174

Getting Personal .....24

Obituaries .....5,166,185

Photographic Review .....28

Rough Proofs .....12

This Week in Washington .....6

Voice of the Advertiser .....176

What They're Saying .....12

You Ought to Know .....188

**WSBT-TV** SOUTH BEND, INDIANA'S DOMINANT STATION  
PRIMARY COVERAGE — 748,800 TV VIEWERS IN PROSPEROUS MICHIANA

- HOUSING CONSTRUCTION  
Gains in 1957
- SAVINGS DEPOSITS  
Hit record high in 1957
- SPENDING  
Leads 7th Federal Reserve District for 1957
- HIGH SPOT CITY  
For 4th consecutive month (Sales Management Magazine)
- DEPARTMENT STORE SALES  
Showed up better than any other major Indiana city in 1957.



**LOOK** what's happening in South Bend... Indiana's 2nd Market

Business is good in South Bend, Indiana. The facts above attest to that. In addition, there are other signs such as: The South Bend-Mishawaka City Corporate Area is 1st in Indiana in Effective Buying Income per capita—2nd in Indiana in total Effective Buying Income — 2nd in total Retail Sales — 2nd in Food Sales — 2nd in Drug Sales.

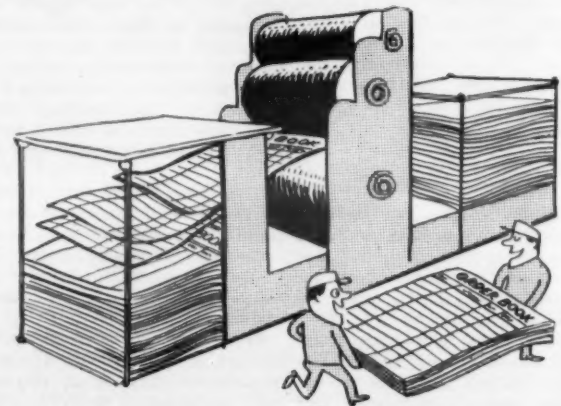
WSBT-TV dominates this great market. No other area station comes close to WSBT-TV in the number of top rated shows carried. Chicago and Michigan stations aren't even in the running. See your Raymer man or write us.

\*14 counties in Northern Indiana and Southern Michigan. Set count, 208,000  
3.6 persons per family.

**WSBT-TV** SOUTH BEND, IND. CHANNEL 22  
CBS... A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

"This is the size we use in the Growing Greensboro Market!"

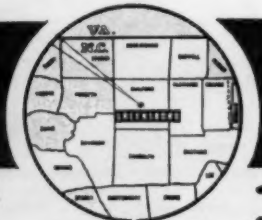


Business is great in the growing Greensboro market and there are plenty of sales being made. Evidence is all around us! Greensboro Metropolitan Market is the 83rd best in the nation — 15th best in the South in total retail sales! It is the 6th best market in the nation and 3rd in the South in per family sales! Run regular schedules in the Greensboro News and Record and get your oversized order book out for the sale of your products in this diversified market. Over 100,000 circulation daily. Over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record



GREENSBORO, NORTH CAROLINA  
Represented by Jann & Kelley, Inc.

*An amazing story of the strength and vitality  
of magazine advertising may be found in  
the facts and figures describing*

# **GROWTH** *and* **LEADERSHIP** *of* **SATURDAY** **REVIEW**

## **PIB's Magazine Ranking Report for six months of 1958 highlights:**

- Saturday Review No. 1 in advertising pages among all national consumer magazines in the category of "radios, television sets, phonographs, musical instruments and accessories"—UP 23.5% OVER 1957.
- Saturday Review No. 1 in advertising pages among all national consumer magazines in the category of "publishing and media"—UP 2.23% OVER 1957.
- Saturday Review No. 8 in advertising pages among all national consumer magazines in the category of "entertainment and amusements"—UP 32.07% OVER 1957.
- Saturday Review is 10th among all national consumer magazines in the category of "travel, hotels and resorts"—UP 25.11% OVER 1957.
- In addition, P.I.B. also listed the high standing of the Saturday Review in 12 other classifications, further documenting the national weekly's consistent growth in volume as a leading magazine advertising medium.

P.I.B. figures also show Saturday Review with total advertising pages for first half of 1958 as 507.63—UP 11.25% OVER 1957.

**New circulation guarantee**

**200,000 net paid  
weekly, in 1959**

## *Saturday Review*

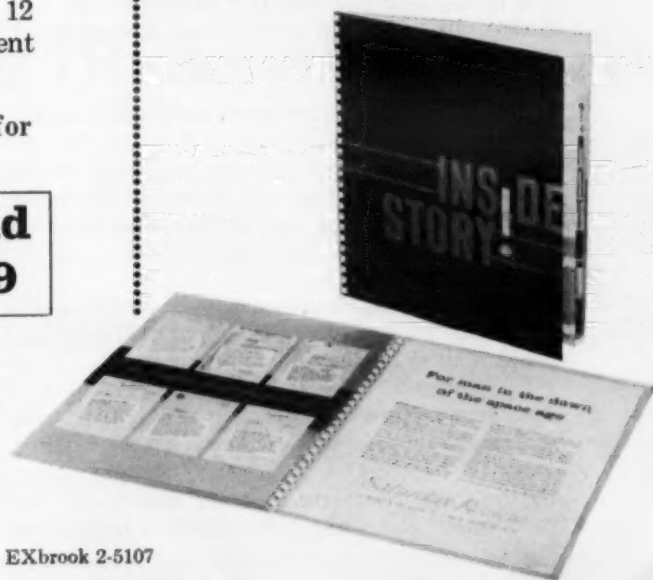
25 WEST 45th STREET, NEW YORK 36, N. Y. • JUdson 2-0220

SAN FRANCISCO OFFICE: Fletcher Udall & Company, 1221 Hearst Building, San Francisco 3, California • EXbrook 2-5107

LOS ANGELES OFFICE: Fletcher Udall & Company, 111 N. La Cienega Boulevard, Beverly Hills, California • OLYmpia 2-0837

The story behind the growth and leadership of the Saturday Review is now being told in a 32-page brochure—"Inside Story"—available to sales and advertising executives on request.

The brochure explains why a sound editorial program and sound circulation policies have built one of the most powerful and productive national weekly publications in America. Write for "Inside Story" and you will find many fascinating facts not only about the Saturday Review but about the communications field in general which is undergoing such revolutionary change. Protect your own growth and leadership by harnessing to your advertising program the power of publications with increasing public acceptance.



This Week in Washington . . .

## Treasury to Be Asked to Reconsider Position on Tax Deductibility of Ads

By Stanley E. Cohen  
Washington Editor

WASHINGTON, Aug. 21—A new effort shaped up this week to fight recent tax decisions which seem to place non-product advertising under a cloud so far as its tax status is concerned.

Formerly, tax officials had hesitated to question any expenditure which taxpayers regarded as necessary advertising. But recently they have challenged several budgets, among them more than \$1,000,000 worth of expenditures by Timken Roller Bearing Co. for ads for such purposes as community relations and public service, and even ads advising readers to tune in a radio

commentator whose work appeals to Timken.

Last week representatives of about 15 associations which have been alarmed by these actions met to exchange ideas. No formal action was taken, but it was clear that some groups, including the National Assn. of Manufacturers, are ready to ask the Treasury to hold hearings before making any more moves involving institutional advertising.

Several of these associations—particularly NAM, Public Relations Assn. of America and Advertising Federation of America—had tried unsuccessfully last spring to convince Treasury officials that ex-

isting rules are so general that advertisers engaging in institutional advertising are in peril that their expenditures will be disallowed in the event of a tax audit. These protests were filed at a time when Treasury was known to be revising its rules on business expense deductions; but officials said there did not seem to be any need to pay much attention to advertising, since the regulations have been largely unchanged since 1921.

■ The Treasury has yet to announce officially acceptance of the old rule as part of its new tax code, so the associations which met here last week hope there is still time to cite the recent advertising decisions as proof that they were on sound ground when they warned about the dangers inherent in the existing rules.

They figure a request to reopen the case may get a sympathetic reception, for the Treasury's top command may be wondering

whether it is wise to push ahead on a course of action which tends to put the tax collector in a position where he can be accused of being a censor.

### Postal Deficit's Like Death

Postmaster General Arthur Summerfield made it clear to members of the Senate appropriations committee the other day that Congress hasn't heard the last of the postal deficit. Even with most of the new postal rates in effect, Mr. Summerfield estimates expenditures of his department will exceed revenue by \$600,000,000 in the 12 months ending next June 30. After deducting the allowance for "public service" under the formula spelled out in this year's rate bill, Mr. Summerfield still finds himself with a \$430,000,000 loss on classes of mail which, in theory at least, are supposed to pay their own way.

Does this mean the administration will renew the rate battle in

1959? One opinion is as good as another, but members of Mr. Summerfield's staff already have lamented in public that the 4¢ letter isn't enough. And keep in mind also that former Deputy Postmaster General Maurice Stans, who is director of the Bureau of the Budget, is staging an all-out effort to hold down the \$12 billion deficit which seems to be in the cards for the government this year. As an old war horse on the postal front, you can be certain the budget chief won't be a bit happy about a postal deficit when the time comes to draft the President's message for the new Congress in January.

One of the reasons Mr. Summerfield is talking deficit at this time is that he is busy building a case for a \$75,000,000 increase in parcel post rates. His application for this increase will soon be submitted to the Interstate Commerce Commission, and he feels his position would be strengthened if Congress would authorize a bookkeeping transaction clarifying his responsibility for the \$171,000,000 worth of public service which he renders for preferred patrons like free-county newspapers, non-profit organizations and sister government agencies.

Senate appropriations committee was not interested at this late stage in the session, however. They told him to do the best he can with the Interstate Commerce Commission, and come back with his bookkeeping problems next January, when he can follow the normal legislative procedure.

### Textile Label Bill Is Passed

The Senate finally found time last week to give its approval to legislation which requires manufacturers to disclose the kind of fibers used in textile products offered to the public. Patterned after the Wool Labeling Act, so widely discussed in the recent Goldfine hearing, the bill passed the House early this year, but it gathered dust on the Senate calendar for several weeks while members tried to agree on technical modifications. Pressure for the bill comes from cotton interests, which complain that cheap synthetics are sometimes palmed off on consumers, who think they are getting all-cotton products.

### New Action on Obscenity

Congress has voted to strengthen the hand of postal officials in fighting obscene literature. Under a new law which went to the White House this week, publishers can be punished in any district through which their obscene matter passes. Purpose of the new law, according to Rep. Kenneth Keating (R., N. Y.), is to prevent publishers from using local laws in order to prevent prosecution.

### Dry Bills Are Left High & Dry

Senate committee on interstate and foreign commerce officially buried S. 582, a bill to stop advertising of alcoholic beverages. There had been hearings in April. Officially, the committee voted to put the matter over to the next Congress. This is the eighth time in 11 years that a congressional committee has refused to approve a bill dealing with liquor ads. Drys also drew a blank on their bill to prohibit serving of liquor on aircraft. It was also "put over" until next year. #

### Greem Names Rose-Martin

Greem Fuel Economizer Co., Beacon, N. Y., has named Rose-Martin, New York, to handle advertising for its dust collectors, mechanical draft fans and economizers. Business paper and direct mail advertising is scheduled.

# YOUR MARKETS ARE CHANGING!

Right NOW . . . behind the scenes . . . many changes are being planned in products and in manufacturing facilities . . . You can search out these **NEW** markets at a cost of less than \$200 a month!

The recession has stimulated technical progress. We are creating conditions for renewed growth. Greater efficiency, productivity and profitability are promised by within-the-plant generators of progress.

Up . . . Up . . . Up go expenditures for research and development . . . at the rate of a billion dollars a year! The \$7.3 billion spent in 1957 is expected to reach \$10 billion by 1961.

Of the companies reporting in McGraw-Hill's 11th Annual Survey of Capital Spending, 48% are chiefly interested in *new products*; 41% in *improved products*; 11% in *improved processes*. It is estimated that 12% of 1961 sales will be of products not now produced. (Business Week, April 19.)

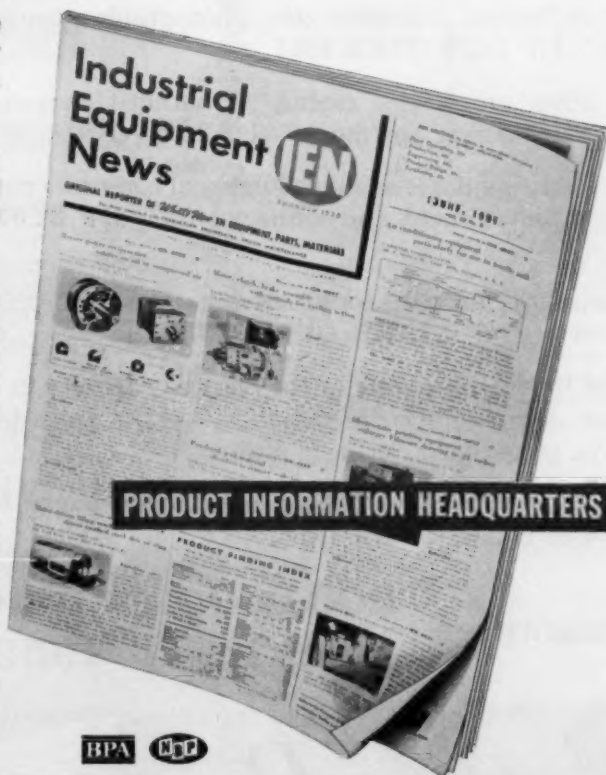
No one knows all of the new products being developed, or in what plants they are being hatched. But one thing you can count on: *wherever product or process improvements are being planned, Industrial Equipment News is most likely to be read.* If you cannot find your new markets, they will find you—in IEN.

Because Industrial Equipment News reaches the 70,000 product selectors in the top 40,000 establishments in all 452 industries, you cannot miss.

Most manufacturers of important new products will be exposed to your product story if told in IEN.

And you can reach them—every month—for the "petty cash" cost of less than \$200.

Details? . . . Send for complete data file.



## Industrial Equipment News

Thomas Publishing Company

461 Eighth Avenue, New York 1, N. Y.

Affiliated with Thomas Register



*Just Published:*

# The Turning of the Tide

A comprehensive, up-to-the-minute survey of the business outlook through 1959 has just been completed by the McCann-Erickson Marketing Communications Workshop. Its contents:

1. The Turning of the Tide
2. The '59 Consumer—Never Better Off
3. The '59 Product—\$50 Billion Added
4. How Much Seed Money for Your '59 Business?
5. In '59—Will Your Marketing Be As Modern As Your Product?

*Copies, in booklet form, are available on request; write Dept. AA*

**McCANN-ERICKSON, INC.** World-Wide Creative Marketing through Better Communications with People.  
Corporate Offices: 50 Rockefeller Plaza, New York 20, N. Y. Boston, Chicago, Cleveland, Detroit, Houston, Los Angeles, New York, Portland (Ore.), San Francisco; Montreal, Toronto, Vancouver; and leading cities throughout the world. *Marschalk and Pratt Co.*: Atlanta, Dallas, Louisville, Miami, New York.

## Lennen & Newell Will Merge with C. L. Miller Co.

**Merger Will Give Agency  
\$77,000,000 in Billings;  
Buchanan Merger Seen**

NEW YORK, Aug. 22—Lennen & Newell today announced a merger with C. L. Miller Co.

It may announce another one next week involving some of Buchanan & Co.'s accounts.

It merged with Merchandising Factors, San Francisco, in June.

Result: Lennen & Newell today claimed it was billing at the annual rate of \$77,000,000.

The agency billed \$45,000,000 in 1957.

The Buchanan marriage would presumably vault the agency over the \$80,000,000 mark.

While the L&N—Buchanan merger has been reported to be in the works for some months, the C. L. Miller deal caught Madison Ave. by surprise.

■ A 38-year-old agency, Miller is known primarily for its long association with Corn Products Refining Co. It went into business in 1920 as E. W. Hellwig & Co. It started with Corn Products business and Corn Products is still the soupbone account.

The shop became C. L. Miller Co. in 1940 after the death of E. W. Hellwig.

C. L. Miller, president of the agency, will join Lennen & Newell as head of a new packaged goods division.

Phillip P. Hoffman, treasurer, and William F. Mueller, vp, will move over to L&N as senior vps.

■ Not making the move is W. L. Stocklin, exec vp, regarded widely as one of the top creative men in the business. Mr. Stocklin said he has been asked to resign. He said he plans to take a vacation on his Maryland farm and then return to New York to work as a consultant.

The Miller agency employs 97 people and billed about \$9,000,000 last year.

The merger is not official until Jan. 1 but the changeover of personnel will begin in October.

Miller expects to close its Chicago office.

The Corn Products items now entering the L&N stable are Mazola corn oil, Karo syrup, Niagara starch, Linit starch and Dextrose sugar. McCann-Erickson and Donahue & Coe are also Corn Products agencies.

■ Kellogg division of International Telephone & Telegraph, Springs Mills and Circle Sightseeing Yachts Inc. are other Miller accounts moving into L&N.

One of the unknown factors in the Corn Products picture is the effect of its forthcoming merger with Best Foods Inc. (AA, July 21). Preliminary agreement for such a merger has already been reached.

Corn Products and Best Foods are each \$10,000,000 advertisers and they use nine advertising agencies between them. #

### WILLIAM J. CASHMAN

POINT PLEASANT, N. J., Aug. 19—William J. Cashman, director of advertising and public relations of Landers, Frary & Clark, New Britain appliance manufacturer, died Aug. 16 at his summer home here.

He had been associated with the company in a number of executive posts since 1934.



COOLING—Santa Claus appears on 50 posters in the Pittsburgh area to promote Thorofare Inc., supermarket chain. Officials said they couldn't think of a better attention-getter during hot weather. Ketchum, MacLeod & Grove is the agency.

## 'Advertising Agency' to Cease Publication; API to Fulfill Subscription Commitments

CHICAGO, Aug. 21—Advertising Agency Magazine will cease publication as a separate entity after the issue of Aug. 29.

Advertising Publications Inc., publisher of ADVERTISING AGE, Industrial Marketing and Advertising Requirements, which last Friday announced its purchase of Advertising Agency Magazine from Moore Publishing Co., New York, today reported that Agency's subscriptions will be serviced by ADVERTISING AGE or Industrial Marketing.

"There will be no changes in ADVERTISING AGE, and no personnel changes or additions, as a result of the purchase," G. D. Crain Jr., president of Advertising Publications, said. "It is possible that some of the features of Advertising Agency will be incorporated in the ADVERTISING AGE feature section, but no final decisions have yet been made."

■ The net paid circulation of ADVERTISING AGE is currently more than 42,000, and it is estimated that about 4,000 non-duplicated subscriptions will be added from the Advertising Agency list, bringing AA's total net paid to more than 46,000—by far the largest circulation ever attained by an advertising and marketing publication.

Work of checking and revising circulation lists has already started, and individual subscribers to Advertising Agency will be contacted by the API circulation department as rapidly as possible within the next few weeks.

### 'INLAND PRINTER' BUYS 'AMERICAN PRINTER'

CHICAGO, Aug. 19—Inland Printer, a Maclean-Hunter publication, last week purchased American Printer & Lithographer, second publication sold by Moore Publishing Co.

American Printer & Lithographer will cease publication after its September issue, ending a trade publication rivalry of almost 75 years. The unduplicated portion of AP&L's 9,969 circulation will be added to Inland Printer's 13,841 ABC paid subscription list.

Inland Printer this year celebrated its 75th anniversary. American Printer & Lithographer was established in 1885.

Philip D. Allen, Maclean-Hunter Publishing Corp. president, said in addition to absorbing unduplicated circulation of its competitor, Inland Printer will take over certain editorial features. First issue of the enlarged version will appear in November. Joseph J. O'Neill is manager of Inland Printer; Wayne V. Harsha is editor.

Moore will continue to publish American Perfumer & Aromatics, Brown's Directory of American Gas Companies, Gas Age, Heating & Gas Appliance Merchandising, Industrial Gas and LP-Gas. #

NEW YORK, Aug. 20—The Aug. 29 issue of Advertising Agency Magazine will be its last, marking the end of a publishing history which stretches back more than 35 years.

The story of Advertising Agency Magazine really begins in the office of Printers' Ink. It is the fall of 1922. Present in a taut meeting are John Irving Romer, PI's great editor; Richard Lawrence Sr., its backer, and a lawyer. The fourth man is Frederic Kendall, PI's managing editor since 1919.

It is a tense atmosphere. Mr. Kendall is accused of being disloyal—"a terrible untruth," he told ADVERTISING AGE today. He resigned, split seconds before being fired, and sold his stock in Printers' Ink monthly, which he had started.

Thereupon he decided to start a new advertising business paper, larger (8x11") than PI, which then was pocket-size, and began a search for a publisher. Jesse Neal, then president of ABP, suggested Merton C. Robbins. Mr. Robbins would say neither yes nor no for two months.

■ But one day at lunch he handed Mr. Kendall a letter saying he was impressed with the idea and that if Mr. Kendall could sell 26 page contracts in the next 30 days he (Mr. Robbins) would back the magazine fully. Mr. Robbins was later to confide that he never expected to see Mr. Kendall again.

Mr. Kendall went home, made overnight a dummy for a fortnightly, and went out selling—for the first time in his life. He pinned his presentation to two points: (1) Advertising was growing fast and needed two big publications and (2) ads would be more effective in a larger page than Printers' Ink's.

He sold 26 pages to Roy Durstine, of Barton, Durstine & Osborn, although the agency had never advertised before. Joseph Richards bought 13. He got a commitment from H. K. McCann. The Chicago Tribune nearly threw him out; the New York Times offered him a job. Jason Rogers, of the New York Globe, agreed with the principles he was advocating. He made the grade.

■ Messrs. Kendall and Robbins tried to buy a magazine called Advertising & Selling, which was moribund. They offered \$15,000. Mr. Kendall recalls, and the publisher wanted \$30,000. So they launched their new magazine, calling it Advertising Fortnightly. The first issue appeared May 9, 1923, with 40 pages of advertising.

A year later they bought Advertising & Selling for \$15,000 and took over the name.

In 1938 Mr. Robbins died. J. H. (Howard) Moore and Mr. Kendall bought the property from the estate, holding 70% and 30% of

the stock respectively. They changed it to a monthly—the competition from weekly ADVERTISING AGE was being felt, and a monthly was easier from editorial and advertising viewpoints—and also produced Advertising Arts. This monthly ("a beautiful, beautiful book," Mr. Kendall recalls) ran for about four years from 1932 to 1936.

Advertising & Selling flourished until around 1947, running some 80 to 90 pages of advertising per issue. Mr. Kendall says he advocated switching from a horizontal publication to a vertical publication aimed only at advertising agencies. He envisaged a professional publication, somewhat like the Harvard Business Review.

■ In 1947 its advertising pages began to decline. In 1946 it had carried 1,561 pages; by 1948 it was down to 977. In October, 1948, Mr. Kendall sold his stock in the company, and in May, 1950, he resigned.

In 1949, Advertising & Selling became Advertising Agency Magazine.

In 1950 it rallied and carried 1,042 pages; the total rose to 1,114 in 1953, its high mark in the post-1947 period. It dropped to 927 in 1955, 911 in 1956, and to 770 in 1957. In the first seven months of 1958 it carries 255 pages.

For many years Advertising & Selling was closely identified in the minds of advertising men with the Gold Medal awards. Originally they were the Edward Bok awards of the Harvard business school, which gave them from 1924 to 1930, when the depression came. Mr. Kendall revived them in 1935. When Advertising Agency failed to continue them, Mr. Kendall (who by then was consultant to Printers' Ink) suggested that PI resume the awards, which it has made in recent years.

Mr. Kendall published a magazine devoted to suburban living in New Jersey after splitting with Moore. Subsequently the magazine folded, and Mr. Kendall has been a consultant to Printers' Ink and McCann-Erickson and now is a consultant to Bill Bros.

■ After a number of years of publication as a monthly, it was decided to shift Advertising Agency Magazine to a fortnightly in 1955. The change in frequency did nothing to curb the slow downward spiral in advertising. Nor did a change of editors—Roger Barton had succeeded Mr. Kendall in 1948; when Mr. Barton moved on to Alfred Politz Research in 1955 (he is now editor of Media/scope), Robert D. Stuart, formerly exec vp of James Thomas Chirurg Co., succeeded him. Still no improvement.

Advertising Agency's veteran advertising men, Gosta M. (Gus) Lewander and Lucius Neff, have already departed. Mr. Lewander, ad manager since 1949 and ad director from 1955 to 1957, now works for Public Relations Journal. Mr. Neff, also ad director, recently set up his own publishers' representative company in the South. #

### Seeman Pushes Savoy on Radio

Seeman Bros., New York, manufacturer and distributor of Savoy car shampoo, has started a 13-week campaign on Mutual Broadcasting System, its initial use of network radio. Scheduled in support of Seeman's coast-to-coast supermarket-grocery store sales distribution, the campaign will use five 20-second, five eight-second and 15 one-minute commercials per week on newscasts and "The World Today." Norman, Craig & Kummel is the agency.

## Bulova, Longtime Broadcast Advertiser, Sets Magazine Drive

NEW YORK, Aug. 21—Bulova Watch Co., whose ad budget has made magazine space salesmen unhappy for the past 30 years, has announced its re-entry into magazine advertising "on a major scale" via a pre-Christmas drive to be launched next month in Ebony, Life, Look and The Saturday Evening Post.

A longtime radio and television advertiser, Bulova last year spent only \$11,000 of its \$7,000,000 advertising budget in magazine advertising; \$5,200,000 has funneled into network and spot tv. Magazine advertising by Bulova—except for minor seasonal promotions—has been virtually unmeasurable since 1928, the company said today.

In announcing the new program, Tad Jeffery, Bulova's advertising director, said the format of the magazine ads "incorporates an advertising approach new and unique in the watch industry," with the fall magazine and television campaign representing "a vital new direction" in Bulova's over-all advertising thinking.

■ Bulova has scheduled b&w pages to run weekly in Look through Dec. 9, capped by a color spread in the magazine's Dec. 23 issue. Starting Oct. 13 and running weekly through Dec. 8 will be b&w pages in Life, followed by a color spread Dec. 15. The Saturday Evening Post will carry b&w page ads starting Oct. 11 and running regularly through Nov. 22, with a color spread set for the Dec. 13 issue. Page ads also are scheduled for November and December issues of Ebony.

The print campaign will be backed up by commercials on "Dragnet," "M Squad" and the "Ed Wynn Show," co-sponsored by Bulova on NBC-TV this fall. McCann-Erickson is the agency. #

## New Rotogravure Magazine Group Bows on West Coast

SAN FRANCISCO, Aug. 21—A new Far West Rotogravure Magazine Group covering three key West Coast markets has been established by the San Francisco Chronicle, the Los Angeles Times and the Seattle Times.

Robert Kinsley, San Francisco manager for Sawyer-Ferguson-Walker Co., has been named sales manager for the new Associated Representatives organization set up by the present representatives of the three newspapers. These are Sawyer-Ferguson-Walker, Cresmer & Woodward and O'Mara & Ormsbee.

■ The total of these representatives' seven offices, with 101 salesmen, will make Associated Representatives the largest newspaper sales organization in the U.S., according to Mr. Kinsley.

With organization of the new group, Mr. Kinsley told ADVERTISING AGE, "advertisers will now be able to cover the Pacific Coast market in one package through the locally edited magazines of the three newspapers."

The three-paper package offers 1,389,608 circulation in the Los Angeles Times Home Magazine, the San Francisco Chronicle's new Bonanza and the Seattle Times Pictorial Magazine.

■ The new Far West magazine group will be sold on a "one order-one billing" basis and the page cost will be \$5,410 for four colors; \$4,900 for two colors and \$2,915 for monotone. #



If you're in business for this

COME AND GET IT—in Milwaukee where bank savings deposits on June 30, 1958 were UP 22% over the same date a year ago. Apparently there's plenty of money here because bank check transactions were also UP 2.2% in the first five months of 1958 over the same period a year ago. Check transactions averaging over \$70 million a day indicates a lot of buying, and The Journal's economical one-paper coverage includes practically all the buyers.

## THE MILWAUKEE JOURNAL

*National Representatives, O'Mara & Ormsbee, Inc.*





America Fore Insurance Group



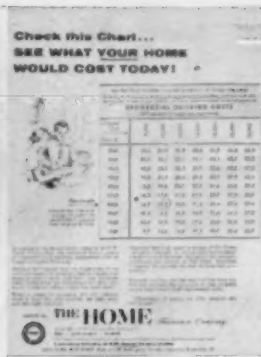
Great American Insurance Co.



Blue Cross Commission



Blue Shield Commission



The Home Insurance Co.



Employers Group Insurance Companies

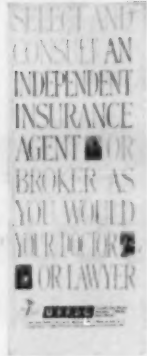


Employers Mutual of Wausau

# Insurance Companies invest more in proved



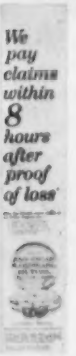
Central Mutual Insurance Co.



U.S. Fidelity & Guarantee Co.



Jefferson Standard Life Insurance Co.



American Hardware Mutual Insurance Co.



Provident Life & Accident Insurance Co.



The Phoenix Insurance Co.

## INSURANCE ADVERTISING PAGES

1st 6 mos. 1958

POST . . . . 101.14

Life . . . . . 69.75



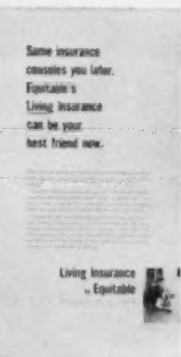
New England Mutual Life Insurance Co.



Metropolitan Life Insurance Co.



The Equitable Life Assurance Society of the U.S.



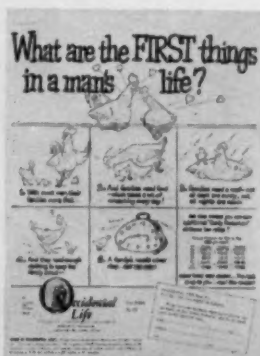
John Hancock Mutual Life Insurance Co.



The Travelers Insurance Co.



Massachusetts Mutual Life Insurance Co.



Occidental Life Insurance Co. of America

The Saturday Evening POST A CURTIS MAGAZINE



The Travelers Insurance Co.



The Aetna Casualty & Surety Co.



AETNA CASUALTY & SURETY CO.



The Mutual Benefit Life Insurance Co.



The Northwestern National Life Insurance Co.



Patriot Life Insurance Co. (C.I.T. Financial Corp.)



Liberty Mutual Insurance Co.



# power than in any other magazine!

Any insurance man will tell you that the best prospects for insurance are people who already own some. 96.2% of Saturday Evening Post readers own insurance. In addition, Post readers are young heads of households, with growing families and responsibilities . . . the cream of insurance prospects. They know the importance of adequate insurance coverage — and are well able to buy it.

Best of all, from any advertiser's point of view, they're *proven* Influentials — the community leaders who talk about, recommend things they read in the Post to millions of others. Their influence works fastest because it moves sideways on every spending level — father tells father, home owner tells home owner, sale leads to sale.

Now is the time for **PROVED POST SELLING POWER** — with more than 29 million *proved* selling exposures to Post-Influentials from your Post ad page (Politz' Ad Page Exposure Study).

Is the Post carrying *your* insurance? It should!

LIFE INSURANCE ADVERTISING PAGES	
	1st 6 mos. 1958
POST . . . . .	44.64
Life . . . . .	32.25

FIRE, CASUALTY & OTHER INSURANCE ADVERTISING PAGES	
	1st 6 mos. 1958
POST . . . . .	56.50
Life . . . . .	37.50



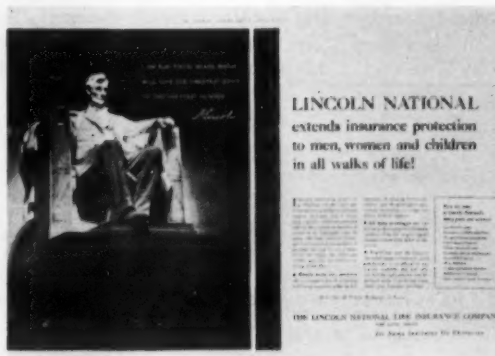
National Board of Fire Underwriters



New York Life Insurance Co.



The Penn Mutual Life Insurance Co.




The Lincoln National Life Insurance Co.



Hartford Fire Insurance Co.



United Benefit Life Insurance Co.

Sell the POST  INFLUENTIALS—they tell the others!

## The Editorial Viewpoint . . .

## Is He Secretary of Commerce?

A couple of things that happened last week made it reasonable to ask whether Sinclair Weeks is really Secretary of Commerce in the cabinet of the President of the United States. A pretty good case might be made to prove that he is really Secretary of Anti-Commerce.

First the Secretary offered some "regulations" for billboard advertising along roads built with federal assistance that caused at least one senator to wonder out loud if the Department of Commerce considers "regulation" and "prohibition" synonymous terms. And then the same Secretary of Commerce approved a Patent Office rule which bars the use of Patent Office facilities to any patent agent who uses advertising to solicit clients.

As far as advertising is concerned, it begins to look as though a few more years of operation by Secretary Weeks will result in taking advertising out of a lot of commercial streams in the United States.

We have consistently maintained that there is a vast difference between regulation and prohibition of signs on federally-assisted highways, and we still think so. No sensible person, and surely no one in advertising, wants a hodge-podge of unregulated signs and displays on any highways. Entirely aside from esthetic and other considerations, admen know that unregulated outdoor advertising tends to be ineffective advertising. But the Secretary's proposed regulations flatly ban all brand name advertising, for one thing, and in general sound as though they might have been drawn by an anti-advertising committee making an extremely reluctant concession to an unsavory and undesirable business.

The ban on advertising by those who deal with the Patent Office is more outrageous. The amount of advertising involved is so small that in terms of total advertising it is meaningless, but the principle is real and the possibilities are sinister. Patent agent advertising has gone on for at least 150 years; it is being barred now in a move by the Patent Office to toady to the code of ethics of the American Bar Assn., even though more than 25% of patent agents still are not lawyers.

The American Newspaper Publishers Assn. has filed a statement objecting to any rule prohibiting truthful advertising, and saying that the government should not be used to enforce the canons of the bar associations.

We agree. Despite the small quantity of advertising involved, the attempt to make such advertising illegal by bureaucratic fiat should be vigorously opposed. Otherwise, we face the prospect of losing the right to advertise—a very real right—in one area after another, as government bureaus dictate.

## Profiles of the Largest Advertisers

In this issue ADVERTISING AGE presents its third annual report on the 100 largest advertisers in the U. S.—with a complete rundown of sales, profits, a review of their marketing year, and a resume of their advertising and marketing activity, including lists of marketing personnel and advertising agency assignments.

We attempt, in this exclusive compilation, to put together a marketing profile of each company and of its individual components and brands, including an estimate of total advertising expenditures. The job of gathering this data—much of it never presented before, and most of it never assembled in such convenient form—is a formidable

## Advertising Age

Trade Mark Registered

THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. E. BERNSTEIN, O. L. BEUNS, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 480 Lexington Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

## EDITORIAL

S. E. Bernstein, editorial director. John Crichton, editor. Jarlath J. Graham, managing editor. Don Morris, assistant managing editor.

Senior Editors: Washington—Stanley E. Cohen, New York—James V. O'Gara (in charge), Maurine Christopher (broadcast), Milton Moskowitz (international), Chicago—Emily C. Hall (features), Murray E. Crain, Merle Kingman. Associates: New York—Charles Downes, Lawrence Bernard, Phyllis Johnson, Chicago—Albert Stephanides, Shirley Ullman, Emmott Carme, John S. Lynch, Betty Cochran, Lawrence E. Doherty.

F. J. Fanning, editorial production. Elizabeth G. Carlson, librarian. Correspondents in all principal cities.

## ADVERTISING

Jack C. Gafford, advertising director. Gordon D. Lewis, manager sales and service; William Hanus, assistant manager; R. W. Kraft, production manager. New York: Harry Hoels, eastern advertising manager; John P. Candia, David J. Cleary Jr., Louis DeMaree, Daniel J. Long, Alfred S. Reed, Alfred Malecki, B. Richard Weston. Chicago: E. S. Mansfield, Arthur E. Meris, Rod H. Minchin, David J. Bailey, Jack Barnett. Los Angeles: (Simpson-Reilly Ltd.) Walter S. Reilly, James March, Roy Margrave. San Francisco: (Simpson-Reilly Ltd.) Wayne Stoops. Portland: (Frank J. McHugh Co.) Frank J. McHugh Jr. Seattle: (Frank J. McHugh Co.) Thomas A. Knowles.

35 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Elsewhere \$4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

## Gladys the beautiful receptionist



—Miles Tod William, Neteu Advertising Inc., St. Joseph, Mich.

"He says he's going to make a million selling backyard Burma Shave signs to people who don't drive."

one, but the warmth with which this new service has been welcomed by readers is rewarding and encouraging.

## A Plea for Courtesy

We quote from a letter from a media man:

"What has happened to common courtesy in our business? Why don't advertiser and agency men observe the simple amenities of civilized life? Here's an example:

"Not long ago we invited 30 people from a large advertising agency to a luncheon and film presentation. We had 21 acceptances, and therefore gave the hotel a guarantee for that many. Only five showed up, and only one of the absentees was courteous enough to telephone and tell us that he couldn't attend!

"This goes on in our business every day in the week, and it is a shame that people in our business are not kind enough to show us little common decencies which take no more than a phone call out of a busy day. We of the advertising business have a certain good reputation to uphold, and we have some bad reputations to live down. I personally believe that all of us should make courtesy a part of our daily living in business as well as at home."

Any one wish to debate this thesis?

## What They're Saying . . .

## Ineffectual Ad Managers Are No Joke

Ineffectual advertising managers may be a standing joke in the advertising world, but they are no joke to their agency or their own management. Let us be realistic. If a company has an ineffectual ad manager, his agency usually will not be able to do a job for him. For one thing, if he does no creative planning his agency will not know what it is supposed to do, what problems exist to be solved. For another thing, the ineffectual advertising manager will usually kill any good campaign conceived by his agency. Or, he will destroy the idea by rewriting and redirecting. His lack of planning actually prevents his knowing that it is good advertising in the first place. And finally, if by some accident good

advertising sometimes survives his tampering . . . and this sometimes happens . . . the ineffectual advertising manager cannot help management realize its qualities.

—Robert G. Hill, advertising manager, Columbia-Geneva Steel Division, U.S. Steel Corp., speaking at the advertising managers' clinic, Advertising Assn. of the West convention in Vancouver, B. C.

## Personally, We're 'Spongers'

The witching hour is midnight—the moment when another era ends. Your letters from now on will carry stamps bearing the image of Abe Lincoln. His 4¢ stamp replaces the Thomas Jefferson 3-center on first class mail envelopes. A test early today revealed if you lick stamps, the 4-center tastes just as bad as the 3¢ job.

—Excerpt from the July 31 Daily News, Tarrytown, N. Y.

## Rough Proofs

Aircraft & Missiles Manufacturing talks about the commuters' "5:19 to the moon" coming some day, maybe soon.

But the scientists say it will be a very dusty landing.

"The man we want," says an industrial advertiser's help-wanted message, "doesn't have to have the Madison Ave. approach, and certainly none of the habits."

Another black spot on the grey flannel suit.

"Who do you want to sell to?" asks a business publisher forthrightly, disdaining the grammatical but stuffy "To whom do you want to sell?"

"You ain't heard nothin' yet!" exclaims an art supply house, with (perhaps) a bow in the direction of that great showman of yesteryear, Al Jolson.

Tom Swafford warns broadcasters of the "sales cannibalism" rife in the radio industry.

This is usually the brass knucks version of the hard sell.

Red Motley says a lot of newspapers have too many inside men and not enough reporters out in the field.

Occasionally the chiefs outnumber the Indians.

"You may never get a hole in one," concedes Station WKZO-TV, admitting that the official odds are 8,606 to 1.

And unfortunately they are even longer for the golfer who never manages to hit the green on the first try.

New England media men answered the question, "How many calls should a salesman make?" in Lincolnnesque style by replying, "As many as are needed to get his story across."

"In radio," says AA's omniscient Eye & Ear Man, "the commercial is everything."

But never let the listener suspect it.

Addressing Girl Fridays, the Post asks, "What happens to the ads the big genius you look after masterminds?"

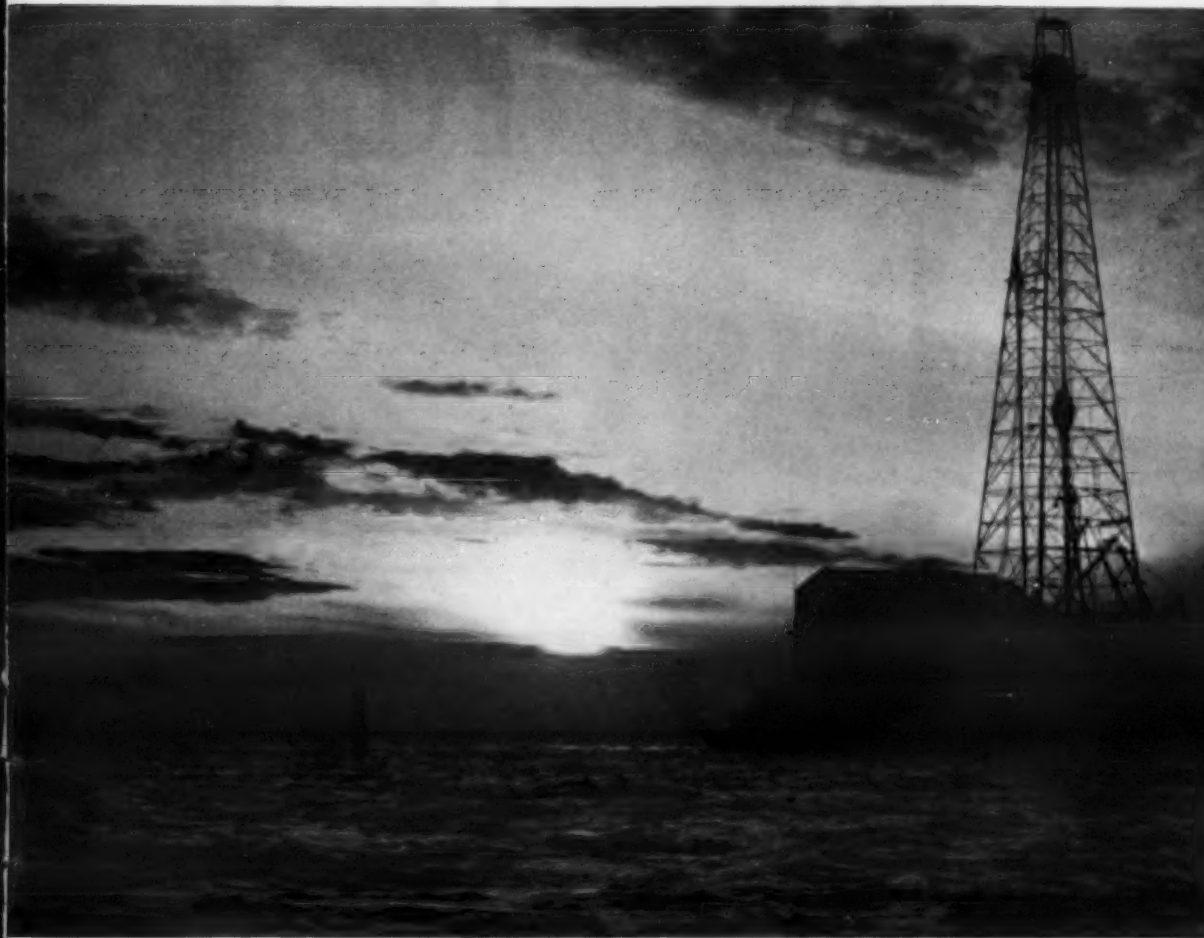
It depends on whether the blue pencil can always recognize genius at a glance.

Milwaukee's Braves will probably win the National League's pennant, but the fans in San Francisco, Chicago and Pittsburgh have nevertheless had their moments.

Fewer photographs of piscatorial conquests are being reproduced in the trade press this summer. Either the fishing is worse or admen are working harder.

COPY CUB.

# Why more oilmen subscribe to Petroleum Week than to any other oil magazine

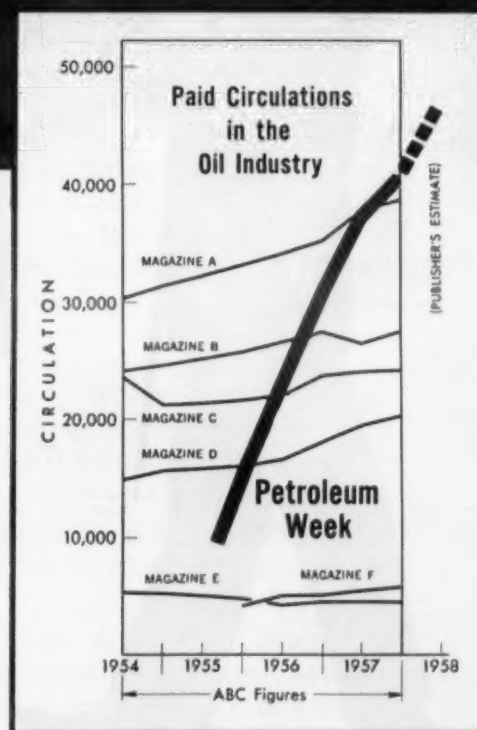


*...because PW satisfies every working oilman's need to know quickly about business events and technical developments of importance anywhere in the oil world*

*...because PW is easy to read: crisp, concise, clear, complete*

## **Assured Through-the-book Readership**

**T**HAT'S why advertisers in increasing numbers (yes, even in 1958) are using PW to advertise to the oil industry. The knowledge that their advertising stands a better chance of being seen has led more and more advertisers to the pages of PW. For the twelve months up to June of this year, advertising volume in PW rose 45% over the previous 12-month period. With increasing numbers of readers taking the opportunity to read the fastest moving magazine in the petroleum industry, we believe that you'll find Petroleum Week to be your best buy among petroleum magazines — and the hardest working book on your schedule.



# PETROLEUM WEEK

• Oil's Most Readable Magazine

A MCGRAW-HILL PUBLICATION



330 West 42nd Street, New York 36, N. Y.



# That Rolls-



# Royce ad



On April 29, 1958, a full page black and white advertisement for Rolls-Royce and Bentley automobiles appeared in the Chicago Tribune.

In 4 days, Peter G. Malone, Inc., the dealer whose signature appeared in the ad, sold \$100,000 worth of cars—and had a prospect list for another \$350,000 in sales.

There were plenty other signs of action: A Tribune reader in Springfield, Ill., about 200 miles away, saw the ad and drove his Bentley to Chicago for servicing. A Rolls-Royce owner in St. Louis, 295 miles away, did the same.

Another Rolls-Royce owner in Milwaukee, 85 miles from Chicago, drove in and bought a second Rolls-Royce for \$23,000!

Several Chicago banks called to offer six-year financing for Rolls-Royce and Bentley automobiles.

The Rolls-Royce is an exceptional car. The ad, prepared by Ogilvy, Benson & Mather, Inc., was an exceptionally interesting one. But the response Rolls-Royce got was not exceptional among Tribune advertisers. For instance, EverSweet Orange Juice pulled 100,000 coupon returns from 2 ads. With a 6-ad promotion, Westinghouse first quarter sales in Chicago went up 25% over the previous year. Consistent Tribune advertising helped move Dean's Country Charm Cottage Cheese from fourth to first place in Chicago in 4 years.

Last year advertisers invested \$67,000,000 in the Tribune—26% more than in all other Chicago newspapers combined.

The Tribune reaches more families in Chicago and suburbs than the top 7 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show. The Tribune reaches more—sells more—Chicagoans. Why not see what it can do for *you*?

The Tribune can do almost anything in Chicago

## Any Resemblance to Persons . . . Is Purely Coincidental, Says Novelist Van Riper

PHILADELPHIA, Aug. 19—Robert Van Riper, N.W. Ayer & Son's newest contribution to the field of noveldom, is a bit self-conscious about "A Really Sincere Guy."

He wants everyone (including his bosses at Ayer) to know that it contains no characters or situations drawn from real life, even though it is difficult to see how so much detailed explanation can be filched out of the clear air without any basis in experience.

But Bob Van Riper explains, with emphasis, "It is wholly fic-

tional, and there are two good reasons why.

"First, I hope to remain with N.W. Ayer & Son for a long time, so it would be worse than foolish to muddy the waters there.

"Second, I discovered very early in the game that it's easier to invent than to copy from life. After you've worked out an over-all plan for a novel, you have to create characters and situations to fit the plan. Ready-made ones won't do the things you want them to do."

■ Mr. Van Riper, however, hastily added that the entire novel did not spring full-blown from the writer's imagination, because in a dozen years of working in the public relations field many impressions must be stored up.

The novel is Mr. Van Riper's first work of fiction, excluding one

attempt at short story writing for the college literary magazine. He is active in the Public Relations Society of America and a contributor to its journal.

He served as chairman of the promotion committee of the PRSA's national convention last year and recently was elected a vp and director of the Philadelphia chapter. #

### Clinton Frank Forms PR Unit

Clinton E. Frank Inc., Chicago, has appointed Frazier E. Nounnan to head a new publicity and public relations department. Mr. Nounnan formerly was public relations director of Campbell-Mithun.

### Nowland Names Woods VP

Dr. Walter A. Woods has been named a vp of Nowland & Co., Greenwich, Conn., research company. A psychologist, Dr. Woods joined the company three years ago.

## Ayer PR Man's Novel Is Plea for Free Minds

PHILADELPHIA, Aug. 19—Is there any room for fidelity to personal convictions in the world of business today?

Generally, this is the thesis of Robert Van Riper's new book, "A Really Sincere Guy" (David McKay Co. Inc., \$4.00). Specifically, Mr. Van Riper's public relations executive, "Bill McCrary," wrestles throughout the book with a phantom that must haunt many a real-life pr man at one time or another: What if a client wants a public relations program that, either through its methods or end result, clashes sharply with honestly held beliefs? It may not bother some too far past initial

revulsion, but it bothers McCrary plenty.

In all, Mr. Van Riper, who is head of public relations for N. W. Ayer & Son here, presents a highly readable account for laymen of how pr accounts are gained, handled and sometimes lost, as well as a pretty lucid picture of some of the men that people the field.

Some old pros might wonder if the problem presented is worth so much fussing and if it is indeed the crisis it is made to be in the book. Mr. Van Riper's book is, nevertheless, worth reading by novices and pros alike.

■ The book's protagonist is 35, married, the father of two children, and an associate and account executive with "Bernard Malcolm & Associates, New York pr company," at \$12,000 per.

McCrary's chance comes when he brings a new client into the Malcolm shop. The new account, "Carlisle Bicycle Works," headed by "James B. Smith," is tops in its field. But no sooner does the pr program get rolling, than Mr. Smith lets Messrs. McCrary and Malcolm know that he has more in mind than just publicity stories on the fun, health, etc., of riding bicycles. He is interested in a public relations campaign that will agitate for and result in the enactment of higher tariff protection to discourage foreign competition.

■ This rocks Mr. McCrary right down to the foundation. For he has long been an advocate of lower tariffs and is on record as the author of articles on free trade.

Later, when Mr. McCrary approaches Mr. Malcolm with his misgivings, Mr. Malcolm at first misses the point and assures him that Mr. Smith does not know of the articles.

When Mr. Malcolm finally understands what is bothering Mr. McCrary, he tells him that in public relations "you acquire the tools and skills to influence public opinion, and you hire them out to anyone who can meet your price—within reason, of course. You become . . . a kind of modern-day Hessian—a hired gun, so to speak."

The hero's final decision is explained in his plea for the right of the individual to remain an individual, with individual convictions. #

### Three Join Blair, Blair TV

Charles Dunbar, formerly general sales manager of WERE, Cleveland radio station, has been appointed an account executive in the Chicago office of John Blair & Co., radio station representative. Blair Television Associates, tv station representative, has named Lawrence E. Buck an account executive in its Chicago office and Sheldon Van Dolen an account executive in its New York office. Mr. Buck formerly was western manager of Burke-Stuart Co. Mr. Van Dolen previously was with Weed Television Corp.

### Gray & Rogers Adds Brewer

Adam Scheidt Brewing Co., Norristown, Pa., has appointed Gray & Rogers, Philadelphia, to handle advertising for its Valley Forge beer, Prior beer and Rams Head ale. Scheidt is a wholly-owned subsidiary of C. Schmidt & Sons, Philadelphia, brewer of Schmidt's beer. Al Paul Lefton Co. is Scheidt's former agency.

### Cohn-Hall Names Goldstein

Alvin H. Goldstein, formerly advertising and promotion manager of Jackson China Co., New York, has been appointed to the same position for Comark plastics division of Cohn-Hall-Marx Co., a subsidiary of United Merchants & Manufacturers, New York. Mr. Goldstein replaces Irene Shapiro, who resigned.



**WOW!** What a tower! What a signal! What great studios! What pro performance! You get it all on powerful new WTAE, Channel 4, in the important Pittsburgh market. Take TAE and see. But first see the Katz man.

**ON-THE-AIR SEPTEMBER 14  
BASIC ABC IN PITTSBURGH**

**WTAE 4**  
BIG TELEVISION IN PITTSBURGH CHANNEL

REPRESENTED BY  
THE KATZ AGENCY

Lithographed Full Color  
**SANTA CLAUS CUTOUTS**  
CONTINENTAL LITHOGRAPHERS, INC.  
21 South 9th Street, St. Louis 2, Mo.



# The New Yorker

sells  
nationally



● Everywhere metropolitan-minded people are apt to be, The New Yorker is sure to go. Each week it gets around in over 4,000 cities and communities across the United States and abroad. The New Yorker's latest ABC Publisher's Statement (December 31, 1957) shows 419,809 average total paid circulation.

● 1 in every 8 families in Beverly Hills, California; 1 in every 5 families in Winnetka, Illinois; buys The New Yorker.

● And where most of the metropolitan-minded people are, there The New Yorker is most . . . it concentrates 80 per cent of its national circulation in the 47 primary U. S. city trade areas.

● 83 per cent of The New Yorker's total circulation is outside New York City. It has extensive coverage in top suburban and urban areas across the country . . .

● California is The New Yorker's second state in circulation. 46,377 copies of the issue of March 16, 1957 (ABC), were sold in California.

● In Minneapolis, 44 per cent of the Directors of the Northwestern National Bank subscribe to The New Yorker.

● In Seattle, 38 per cent of the Directors of the Boeing Airplane Co. are paid subscribers to The New Yorker.

● The New Yorker goes into 348 cities and communities in Texas.

● Southern circulation of The New Yorker has grown 871 per cent against 301 per cent for the entire U. S. since 1930.

*It really gets around*



THE  
NEW YORKER

Offices: New York, Chicago, San Francisco, Los Angeles, Atlanta, London

## Shopping Centers Need Professional Aid With Ads, Kahn Says

New York, Aug. 19—Suburban shopping centers shouldn't engage in do-it-yourself advertising and sales promotion, according to Marvin Kahn, vp of the Gray Drug Stores chain in Cleveland.

Writing in the current issue of *Chain Store Age*, Mr. Kahn points out that even the successful business man with a flair for advertising doesn't have the time to devote to the specialized work of promoting all the stores in a shopping center.

Mr. Kahn draws his conclusions on the basis of the experience of 48 stores of the Gray chain operating in shopping centers.

■ In 1957, he says, Gray drug stores in centers that had both merchants' associations and professional help did 23% more business, store for store, than those Gray units located in centers with neither associations nor professional aid. Stores in centers with associations but without professional help registered sales 7% higher than those with neither merchants' groups nor professional advertising help.

For 1958, he expects Gray stores in centers with no merchants' associations and no professional help to show 1.8% gains. Stores in centers with associations but with no professional help will show 7% increases. Stores in centers with both associations and professionals on the job will show sales at better than 29% above stores with neither kind of help, he says. #

### Filmways Names Goodman

Lee Goodman, vp of Filmways, New York, has been named exec vp of the tv film commercial producer. The title has been inactive since the promotion of Martin Ranshoff, formerly exec vp, to president of Filmways some months ago.

### Stewart Elected Gaffin VP

Raymond F. Stewart has been elected vp and production manager of Ben Gaffin & Associates, Chicago opinion survey consultant. Mr. Stewart joined Gaffin four months ago following three years as research consultant with Central Surveys, Shenandoah, Ia.

### Paramount Profits Up on MCA Films Sale

Paramount Pictures Corp., New York, reports estimated consolidated net earnings for the first six months of 1958 at \$2,565,000, equal to \$1.39 per share. Net income was estimated at \$10,272,000 or \$5.58 per share including special income of \$7,717,000, representing instalment sale of films. This refers to Paramount's \$50,000,000 sale of its pre-1948 film

library to the Music Corp. of America. Comparative earnings for the same period in 1957 were estimated at \$2,359,000 or \$1.18 per share.

Estimated consolidated net earnings for the second quarter of 1958 were reported at \$1,160,000, equal to 63¢ per share. This compares with earnings of \$1,060,000, or 53¢ per share for the corresponding period of 1957. The 1958 quarter figure included special income of \$760,000, representing profit on

sale of land and buildings.

### R. H. Macy Enjoined

Modern Aids Inc., New York, maker of the Vibra-Slim vibrator and body massager, has obtained a preliminary injunction against R. H. Macy & Co., New York, prohibiting the latter from advertising or selling a contour-shaped vibrating machine known as the Contour-Trim massager. The injunction is in effect pending the outcome of a charge of unfair com-

petition and copyright violations brought by Modern Aids.

### Norge Names Roman, Coyle

Paul E. Roman has been appointed director of marketing research of the Norge division of Borg-Warner Corp., Chicago. Formerly a Norge market analyst, Mr. Roman will supervise market analysis and consumer research. Norge also has promoted Frank Coyle to national refrigerator sales manager.

'LPE' is English for  
'agency service'  
the fullest American

In the leadership spotlight



Top-drawer advertisers  
are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

**WGN-RADIO**

CHICAGO, ILLINOIS

**THE LONDON PRESS EXCHANGE**

(Headquarters of the LPE Organization) 110 ST. MARTIN'S LANE, LONDON

**Car Makers' Ad Policies Snub Small Towns, Daily Says**

WISCONSIN RAPIDS, Aug. 19—Of the new cars bought by residents of this town in the first half of 1958, 37% were purchased outside this area, the *Daily Tribune* reports in a special telegram sent to Detroit auto executives.

The newspaper says this points

up the problem of local dealers losing sales to operators "who can undersell because they maintain no sales staffs or service departments and have little building or tax expense."

■ The *Tribune's* wire to the Detroit executives goes on to say that dealers it has interviewed are unhappy with manufacturers' distribution and advertising policies, "seriously fearing inability to compete profitably with 'shacks' at

'widening in the road' and big city outlets."

The *Tribune* is concerned, it says, because its market is not credited with 37% of sales and because, despite the fact that local dealers' sales are even or ahead of last year, lineage has been cut back in some cases 50% and more.

The *Tribune* says it has been told that the bulk of newspaper promotional funds allocated by the auto companies is being concentrated "in metropolitan centers and

respectfully suggest that your merchandising people take a good look at general economic health and wealth of 'hinterlands.'" #

**Heinz Slates Fall Push**

H. J. Heinz Co. is planning a national promotion of its soups during October and November using 300 newspapers, six national magazines, tv ads on 114 stations and in-store promotion. The drive will coincide with Heinz' introduction of chicken gumbo soup and a new

chili soup to the company's soup line. A feature of the promotion will be 10¢-off coupons to appear at different times in the 300 dailies. Maxon Inc., Detroit, is the Heinz agency.

**Tilds & Cantz Gains One**

Vegetable Oil Products Co., Wilmington, Cal., has appointed Tilds & Cantz, Los Angeles, to handle its advertising. The company markets salad and cooking oils, margarines and shortenings west of the Mississippi under the White Cap, Bluehill and Nu-Mello labels. It also produces these products for marketing under private labels.

**Long Joins Petersen Group**

James F. Long, formerly with General Petroleum Corp., has joined Petersen Publishing Co. as ad manager of its automotive magazine group—*Custom Car*, *Car Craft* and *Rod & Custom*. He replaces William King, who has left the publisher to join a mining company in Mexico.

on  
scale'

The LPE—the London Press Exchange Ltd., and all its associated and subsidiary companies working in advertising, marketing and public relations—is not well known in the United States.

So reported Mark Abrams, chief of our Research Division, when he came back to London after guest-speaking at the I.A.A.'s 10th Convention in New York.

In this space, therefore—the first of many—we present some facts about us.

The LPE was already giving its clients agency service on the American scale in the early 1920's.

The LPE Organization is today, and has been for 30 years, by far the largest advertising concern outside the U.S.A.

The LPE's well-proven structure of a Headquarters and subsidiary specialist companies—seven, as of this moment—is unique in advertising.

The LPE has proved to several large American businesses that it knows how to integrate the American way of thinking with the British way of life.

If you are uncertain about the wisdom of working through an American agency in Britain, come yourself or send your London representative to take a look at us. If you can't do either, please ask us to mail you some printed information about ourselves.

**LIMITED**  
WC2, ENGLAND



**WHEELING  
37<sup>TH</sup> TV  
MARKET**

\*Television Magazine 8/1/57

**One Station Sells Big  
Booming Ohio Valley**

**NO. 7 IN A SERIES:  
GLASS**



The Fostoria Glass Company of Moundville, W. Va., and the Imperial Glass Corporation of Bellaire, Ohio, are two prominent contributors to the economic life of the WTRF-TV area. The 4 million dollar payroll of the 1100 employees of these two manufacturers of hand-made glassware help make the WTRF-TV area super market for alert advertisers . . . a market with 425,196 TV homes, where 2 million people spend 2½ billion dollars annually.

For complete merchandising service and availabilities, call Bob Ferguson, VP and General Mgr., at CEDar 2-7777.

National Rep., George P. Hollingbery Company



# The MAJOR SHIFT in

# NEWS READING HABITS



The net paid circulation of "U.S. NEWS & WORLD REPORT" is triple what it was ten years ago.

This dramatic circulation growth makes clear the extent to which the important people in business, industry, finance, government and the professions are turning to "U.S. NEWS & WORLD REPORT" for the essential and useful news they need today.

What's happening here is a major shift in the reading preferences of important people.\*

*And it's a shift that is gaining in momentum.*

Just five years ago some 159,000, or 25.5% of our subscribers, said they were former subscribers to News Magazine "B."

Today that figure for the same magazine is 331,000! And the percentage has gone up to 31.5%.

Five years ago, some 126,000 of our subscribers (20.2%) had been subscribers to News Magazine "C" before they shifted to "U.S. NEWS & WORLD REPORT."

Today, the former readers of that magazine number about 264,000. The percentage is also up, to 25.1%.

The job of living and doing business in these quickly changing and complex times compels people with the big responsibilities to rely on the complete news they find each week in "U.S. NEWS & WORLD REPORT."

Advertisers have recognized the significance of this shift in reading habits. The number of advertising pages in "U.S. NEWS & WORLD REPORT" has more than doubled in the last ten years.

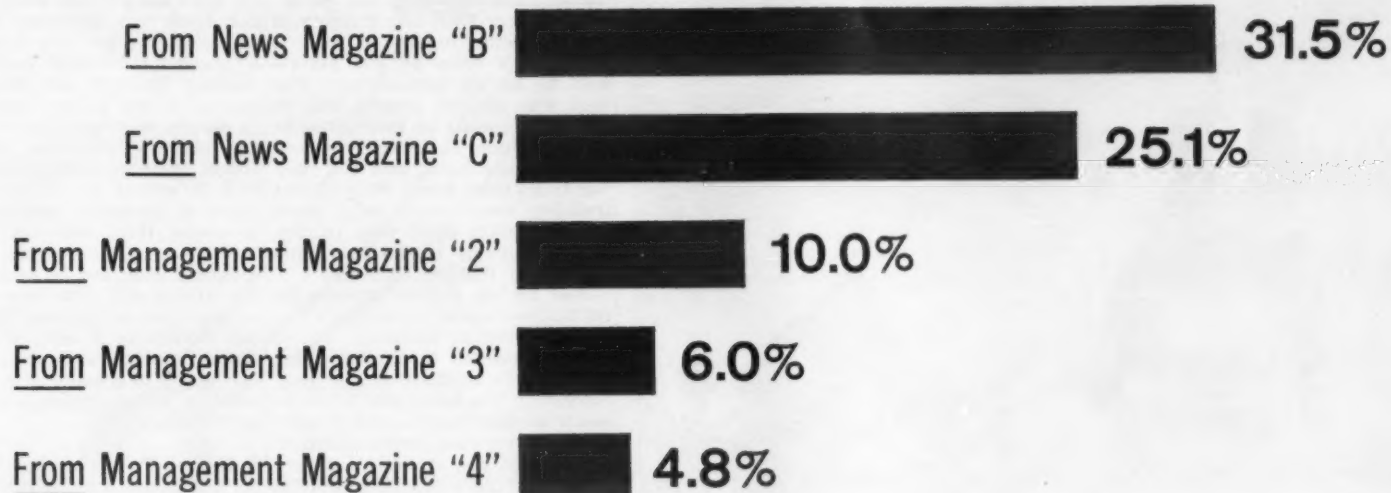
This growing shift in reading preference explains why this concentrated audience of high-income managerial people is a market not appreciably duplicated by any other magazine in the field—why these people so strong in buying power and so strong in decision power can be covered only in "U.S. NEWS & WORLD REPORT."

**And this coverage is available to advertisers at the lowest per-thousand cost of any magazine in the field.**

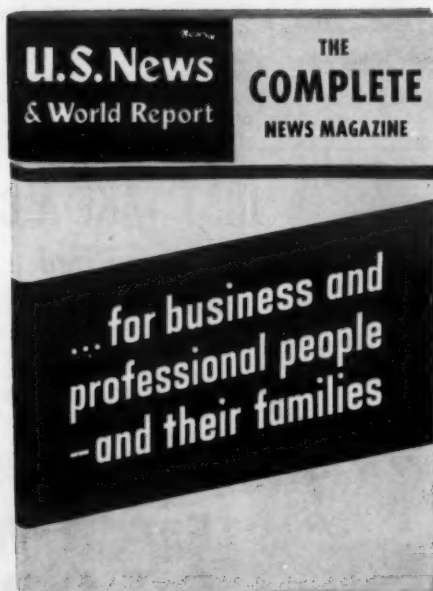
# reading preferences continues

...among America's important high-income people

## PERCENT OF SUBSCRIBERS WHO HAVE SHIFTED TO "U.S. NEWS & WORLD REPORT" FROM OTHER MAGAZINES IN THE FIELD



Source: Survey of "U.S. News & World Report" subscribers, May, 1958



## U.S. NEWS & WORLD REPORT

America's Class News Magazine

\*Ask your advertising agency for "Study of Past and Present Reading Habits of 'U.S. News & World Report' Subscribers," or contact our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.

*more than a million*

**USEFUL NEWS FOR ^ IMPORTANT PEOPLE**

—a market not duplicated by any other magazine in the field.

## Howells' Novel Tells of Excessive Dedication to 'Big Company Look'

NEW YORK, Aug. 21—One is likely to wonder sometimes if there are only two kinds of business novels.

Novel A concerns itself with the moral questions raised by business tactics, and the hero usually asserts his independence and integrity at the price of business success.

Novel B is concerned with the corrosive effects of the business system on a man who adapts himself so skillfully that in his survival he is destroyed.

"The Big Company Look," a new novel by J. Harvey Howells (Doubleday & Co., \$3.95), comes close to Novel B. (For this week's example of Novel A, see Page 16.) Its hero, Jackson Pollett, is a fast-running product of Dartmouth and

business school. Its story is about life in the big company, about the personal sacrifices men make to live that life successfully, and about the effects of those sacrifices on the people around them. Mr. Pollett survives the big company training school, becomes a merchandising wonder, turns out to be agile and surefooted in mergers, stock options and deals.

■ At 35 he made \$40,000 a year on a five-year contract. He had a handsome stock-option deal in the works, a good-looking wife, three children, a mortgaged house, a mistress, a boat he owed to a bank loan, and was barely solvent. In Mr. Howells' phrase, "Jackson's holdings in P. F. Inc. rose to a gross value of \$62,700, on which

he owed \$58,986. His mortgage outstanding was \$13,000. The balance of his bank loans for the house, the new car and Kelpie (the boat) was \$4,000. At 35 Jackson was solvent—if he sold his home—as naked of true possessions as the day the doctor smacked him on the bottom to cry him into life."

This is a picture more than one advertising man will recognize with a pang of reality.

Mr. Howells is equipped by experience to write of big company life. As those ADVERTISING AGE readers who read an interview with him will recall (AA, Nov. 19, '56), Mr. Howells was a salesman in Cincinnati, a Procter & Gamble trainee, an advertising manager for Lever Bros. in New York, and a successful writer of television plays. He now lives in New Orleans and is a consultant to Fitzgerald Advertising Agency.

■ He has a chilling touch in describing the microcosmic life of

an ingrown executive community. In Riverville, home of United... "Night life at United was a constant round of parties, attended only by company people. United men came from New York, Seattle, Pittsburgh, Iowa, Boston, California. Like colonists in a foreign land, they stuck together, and their wives stuck with them..."

"There were two circles of parties, never overlapping. The brighter circle was for those who were or would be managers. The duller circle operated for the men in the promotion department, the newspaper space buyers, the statisticians, the copywriters, the upperclass clerks. The lesser circle spun around the other like a satellite, and, like satellite and star, a collision would have been cataclysmic."

Mr. Pollett's wife is more blunt. "I'm stagnant," she complains, "stagnant and stultified from seeing the same people in the same clothes eating the same food all the goddam time... What a fine recipe for a party—take 40 people who see one another all the time and make the drinks strong enough to overcome their boredom..."

■ Mr. Howells also writes crisply about the tension and speed of irrevocable decision. He sketches a scene economically in which the marketing chief tells the staff: "Gentlemen, we are cutting down the department. With the exception of Russ Tate, any member of the marketing operation who is not in this room at this minute will be let go immediately. The men who are not present will be spoken to quietly by their immediate superiors. They have reached their ceiling here, and it's only fair to let them know. With United training they won't have much trouble finding other jobs. In fact, it will probably be the best thing that could happen to them."

And he lets Pollett explain the rationale—"when you accept a pay check from a company you've made a contract to do everything you can to make that company successful. You know that if you do you'll be successful yourself. Selfish altruism, your father called it."

"How do you make a company successful? At our level you do it two ways. You make recommendations that you hope people with more experience will buy. And you bloody well do as you're told. Anything else is business anarchy."

■ And of its effect on people. One man who got fired describes it years later—"You don't know what it means to be fired, do you, Dick? You feel as if all your bones have been pulled out. You're just a bag of flesh. You can't get up from the chair—you just sit there. You can't even say what you think to the son of a bitch who



APPROPRIATE—Gai's Seattle French Bread Bakery has a natural in its "Gai-Picnic" theme being used on displays like this and on radio and tv. Honig-Cooper, Harrington & Miner is the agency.

fired you. Do you know why? Because you're afraid he may be right. Maybe you are no good. And he sits there telling you how sorry he is—how he hates this part of his job. He's not even thinking of you. He's thinking how firing you will affect his own future..."

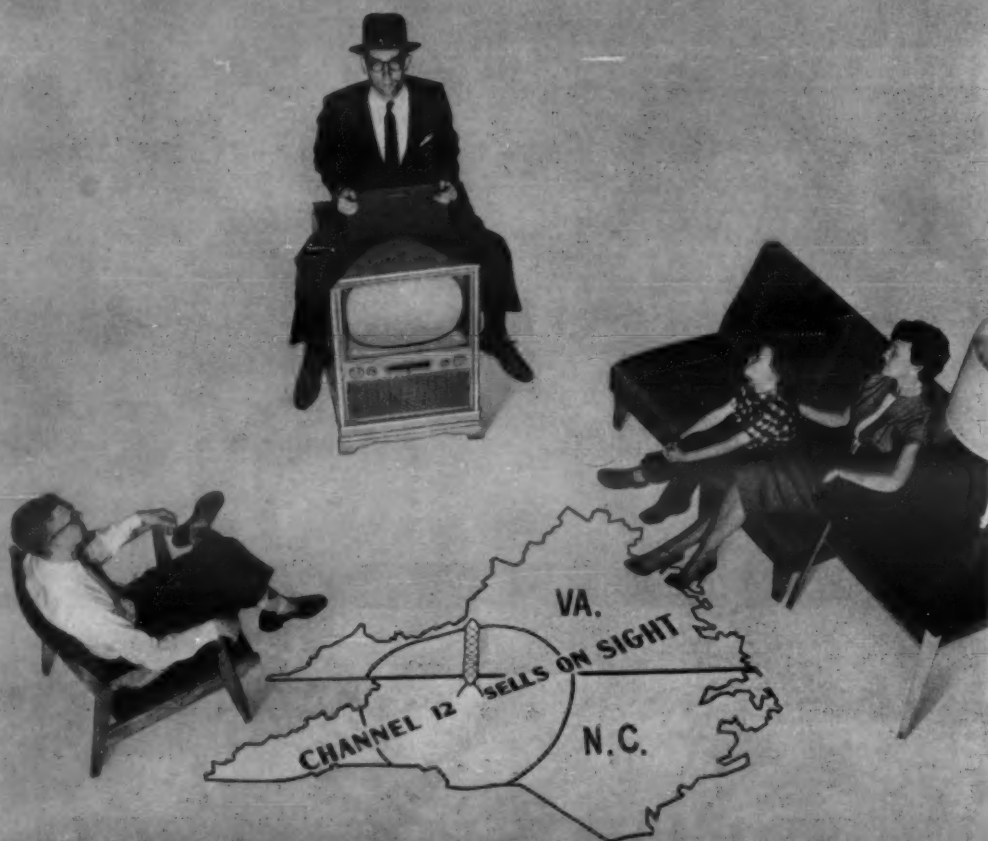
■ How Pollett rises in the big-company world is sketched in detail. He left United because he had a lot of future but no money. He left Cook's Drugs when a merger made it necessary. And he reshaped Prepared Foods Inc. into a modern marketing mechanism, earning himself an unenviable reputation for callous indifference to people, calculating use of them, and absolute efficiency. And the end of Pollett's meteoric career in PFI is etched in a board-room scene of sustained tension which is tragic, final and merited.

Mr. Howells' dialog has the big company look, and he understands the tension and drive that go into a long climb to the top. His Jackson Pollett is a man of intelligence, courage and imagination, mortgaged to a belief in a code of conduct which makes no allowance for humanity.

■ Jackson Pollett is close to Sammy Glick, but considerably higher on the social scale. Significantly, all of the enterprises which employ him benefit from his services. Also, he is no entrepreneur—he is distinctively a hired hand. The companies which are his employers never suffer, only the people around him.

Mr. Howells is considerably less successful in bringing off the extracurricular parts of Jackson Pollett's life. His wife, his friends, his extramarital affairs have a kind of superfluous quality, as if some agent had suggested that no business novel were really complete without them. #

Your Salesman on Sight for 783,232 Households in THE SOUTHEAST'S BIGGEST, RICH MARKET



# WSJS TELEVISION WINSTON-SALEM

Put your salesman where impulses to buy get started... in the 783,232 households of WSJS television's buying market, the 75 Piedmont Counties in North Carolina and Virginia.

NBC for Winston-Salem Greensboro High Point AFFILIATE

Call Headley-Reed



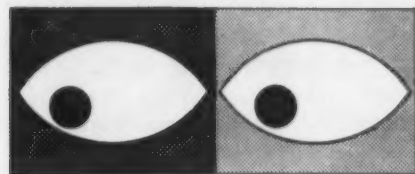
JUST TAKE A CARD... any card

Each card represents one of Farm Store Merchandising's readers—tabulated information on the kinds of goods he sells to his share of the \$22 billion agricultural industry. Want to know more about him?

For information, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING

THE MILLER PUBLISHING CO. Box 67 Minneapolis 40, Minn.



**We're in  
LOVE  
with our  
Readers...**

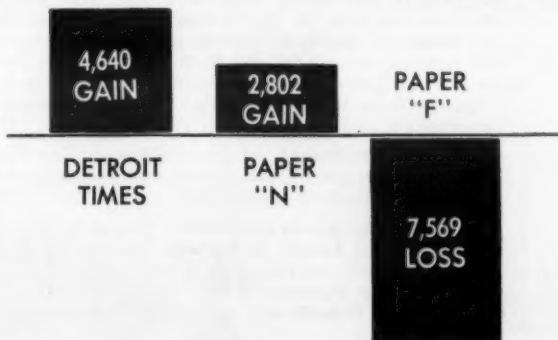
**for the way they  
have acclaimed the  
Bright Difference**

**DETROIT TIMES TOTAL CIRCULATION**  
For 6 Month Period Ending March 31, 1958

**WEEK DAYS:**

**400,874**

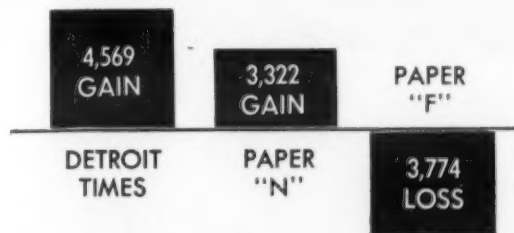
*Detroit Times leads all Detroit papers in circulation growth compared to the same period a year ago.*



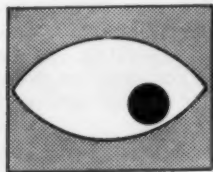
**SUNDAYS:**

**506,252**

*Detroit Times leads all Detroit papers in circulation growth compared to the same period a year ago.*



Figures above are the latest available as filed with the Audit Bureau of Circulation



**Detroit Times**

Represented Nationally by The Hearst Advertising Service, Inc.

## IRE always remembers the man.

R. L. Kyhl and H. F. Webster, for their published paper, "Breakup of Hollow Cylindrical Electron Beams", win IRE's 1958 W.R.G. Baker Award. The explorers and discoverers in radio-electronics know that they are always acknowledged and their work recorded by their Society.

The Institute of Radio Engineers.



On the advertising pages of Proceedings your products and services also become part of the record of radio-electronics. It will help the man remember you if he sees your sales message in his own professional journal. Remember, if you want to sell the radio industry, you've got to tell the radio engineer!

### Proceedings of the IRE

THE INSTITUTE OF RADIO ENGINEERS

Adv. Dept., 72 West 45 Street, New York 36, N. Y.

Chicago • Cleveland • San Francisco • Los Angeles



She has such engaging ways...

You'll be captivated by her charming response to your sales persuasions on **KOIN-TV** in Portland and 30 surrounding Oregon and Washington counties. The pockets of the gentlemen at **CBS-TV** Spot Sales are fairly bulging with rave notices of her spending habits... and of the stratospheric ratings of her station, **KOIN-TV.**

## Getting Personal

"Once in love with Amy..." and a new baby girl of that name makes it "always" and a quartette for **Phil Bash**, vp of Clinton E. Frank Inc., Chicago, and his wife Flora...

**James H. Lavenson**, president of the Lavenson Bureau of Advertising, Philadelphia, has been elected to the board of the Young Presidents' Organization...

**Walter Schwimmer**, president of Walter Schwimmer Inc., Chicago, was married, Aug. 1, to Mrs. Faye D. Greenberg after a three-week courtship. The marriage adds the former Mrs. Greenberg's nine-year-old "Happy" and 16-year-old Fred to the Schwimmer family—Bettina, 20, a student at Northwestern University's school of speech, and Philip, who is with WBKB in Chicago...

**Carter White**, vp and general manager of the *Record and Journal*, Meriden, Conn., has been named a member of the board of the newly formed Central Connecticut United Fund...

**Jarlath J. Graham**, managing editor of AA, and **Elizabeth G. Carlson**, AA's librarian, were married Aug. 23 in the Thorndike Hilton Chapel, University of Chicago. They'll be back among 'em after a two-week eastern honeymoon...



THE PRIZE—Frank Delano, a senior vp at Foote, Cone & Belding, New York, poses with his prize shot—a Greater Kudu (57¾" horns) in Tanganyika, South Africa. A leopard, a Cape buffalo and other animals were also among his conquests.

**Robert W. Sarnoff**, chairman of National Broadcasting Co., received the gold medal award of the Commander-in-Chief of the Veterans of Foreign Wars—VFW's highest award—at the annual convention, Aug. 18. It was given for his "outstanding leadership and fearless advocacy of broadcasting as a vital instrument of national communications..."

**Stanley Spero**, general sales manager of KMPC, Los Angeles, announces the birth of his third daughter, Leslie Ellen, who weighed in at 7 lbs. 4½ oz. . .

A new grade school in Yakima, Wash., scheduled to open Sept. 2, is named for the late **W. W. Robertson**, newspaper publisher in Yakima for a half-century. The school board's decision to honor Mr. Robertson was unanimous. Mr. Robertson, a one-time teacher, founded the *Yakima Daily Republic* in 1903, was long a community leader, and served one term on the school board...

A honeymooner back at work at Cunningham & Walsh, New York, is **Janet Plucknett**, secretary in the radio-tv department, who was married June 28 to J. James Rathnam of the Indian consulate in New York... A new father at C&W is **Mike Ziegler**, assistant account exec on Texaco, whose daughter Linda was born July 12...

**Ben Faulkner**, pr director of *Business Week*, and wife—the former **Mary Haberkorn**, assistant account exec at BBDO—are the parents of a son, first child, John Wilkinson, born July 29...

AA readers of the new book, "Come North with Me," by Bernt Blachen, famous arctic pilot, will note with interest that several chapters deal with the World War II experiences of author Blachen and **Robert C. Durham**, now head of his own consulting company and formerly with K&E and R&R. In those days Durham was bombardier-navigator to Blachen on O.S.S. missions in Scandinavia. "It's a far cry from the Madison Ave. mission of today, but maybe on the whole it was good preparation," observes one sage...

**Robert M. Esterbrook**, advertising assistant at the Aetna Casualty & Surety Co., Hartford, and Sylvia Ann Jurgenson of Canton, Conn., have announced their engagement...

Father-of-the-groom department: Kathleen Hamilton and George Gerardi, son of **Joseph A. Gerardi**, exec vp of McGraw-Hill Publishing Co., were married Aug. 9 in Manhasset, L. I. . . The engagement of Nancy Wenner and Dr. Charles M. Rohrabach Jr., son of **C. M. (Meri) Rohrabach**, president of Kudner Agency, has been announced...

**Maryan** and **George Linck** (she handles promotion for Consolidated Litho; he's vp of Melrose Distillers) have a new iron in the fire—a new publication, *The Long Island Golfer*, of which they are serving as president and treasurer, respectively...

**Stuart Sherman**, Colgate-Palmolive marketing vp, has been appointed vice-chairman of the U. S. Committee for the United Nations, which strives for more effective dissemination of facts about the UN...

There's a second daughter, Margaret Ann, born Aug. 2, at the home of **Jerome Pickman**, ad vp at Paramount Pictures...



# This Week MAGAZINE

Here's what  
**JOSEPH SEITZ,**  
President of Colonial Stores,  
says in a recent letter:



“THIS WEEK Magazine is distributed by strong and respected newspapers in our area . . . a solid reason for its effectiveness in pre-selling the famous brand name products carried in our stores. We know the power of THIS WEEK and the heavy coverage it provides among our regular customers, for

## This Week Magazine speeds the regularly advertised products off the shelves

Our store managers are well aware of the sales impact of THIS WEEK promotions. Is it any wonder, then, that we tie-in so frequently with food advertising campaigns appearing in THIS WEEK Magazine? ”



With its 449 fine stores, Colonial is the leading food chain in Southern Ohio, Georgia, Virginia, and the Carolinas.



Your advertising is read by more people in THIS WEEK MAGAZINE than in any other publication

12,000,000 families read THIS WEEK Magazine every week. Your advertising in THIS WEEK gets heavy newspaper coverage combined with high magazine readership . . . at a very low cost per thousand. THIS WEEK Magazine is today's most powerful selling force in print.

The most widely read national magazine in America sharing the power and prestige of these great newspapers:

The Baltimore Sunday Sun • The Birmingham News • Boston Sunday Herald • Buffalo Evening News\* • The Charlotte Observer • Chicago Daily News • The Cincinnati Enquirer • Cleveland Plain Dealer • The Dallas Morning News • The Denver Post • Des Moines Sunday Register • The Detroit News • The Houston Post • The Indianapolis Star • The Jacksonville Florida Times-Union • Los Angeles Times • The Memphis Commercial Appeal • The Miami News • The Milwaukee Journal • Minneapolis Sunday Tribune • New Orleans Times-Picayune-States • New York Herald Tribune • Norfolk Virginian-Pilot and Portsmouth Star • The Philadelphia Sunday Bulletin • The Phoenix Arizona Republic • The Pittsburgh Press • Portland Oregon Sunday Journal • Providence Sunday Journal • Richmond Times-Dispatch • Rochester Democrat and Chronicle • St. Louis Globe-Democrat • The Salt Lake Tribune • San Antonio Express and Sunday News • San Francisco Chronicle • The Spokane Spokesman-Review • The Syracuse Post-Standard • The Washington Sunday Star • The Wichita Sunday Eagle

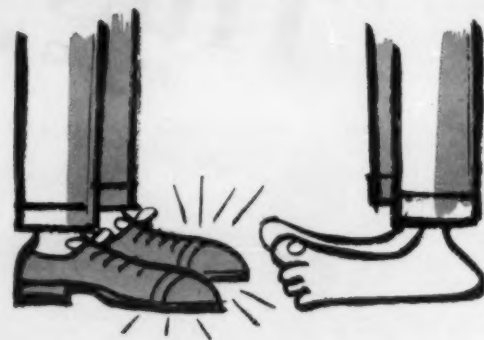
\*Effective October, 1958

# Why advertisers invest

because **LIFE** reaches such

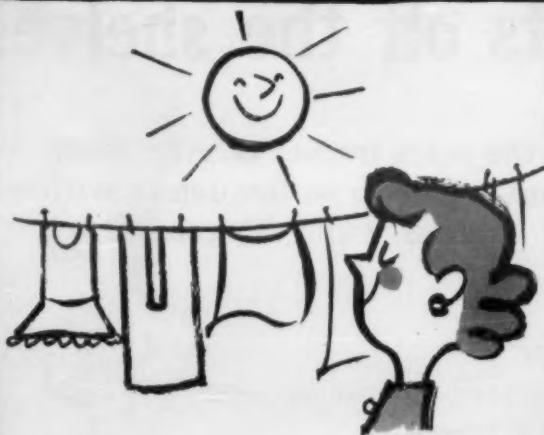
## BIG-SPENDING HOUSEHOLDS

LIFE reaches a whale of a lot of households every week—31% of all U. S. households. And they're big, better-than-average spenders . . . accounting for 38% of all the dollars spent on consumer goods and services. This makes LIFE-reading households an advertiser's best prospects. Here are examples of how advertising in LIFE has paid off.



Shoe wearers  
respond to **LIFE**

Brown Shoe Co. undertook a 43-time campaign (color pages and spreads) in LIFE last summer. Both in terms of continuity and concentration this was a campaign unprecedented in the soft goods field. *Result:* The effects of the campaign to date and the continuing confidence in LIFE to promote further expansion have prompted Brown Shoe to schedule a second 43-time LIFE campaign to begin this Fall.



Bleachers  
respond to **LIFE**

Purex Corp. in the Spring of '58, moved into print—and into LIFE magazine. *Result:* On the basis of the initial sales and trade response to this LIFE campaign, Purex has scheduled the biggest print advertising program in Purex history—including a full-color campaign in LIFE of over forty insertions for Sweetheart soap, Beads-O-Bleach, Blu White, Trend detergent and Dutch Cleanser during their fiscal 1958-1959 year.



Scriveners  
respond to **LIFE**

Carter's Ink Co. has been investing 100% of their general consumer magazine appropriation in LIFE. *Result:* Response at the level of consumers, dealers and salesmen across the country has been so enthusiastic that further extension of LIFE advertising is a foregone conclusion.



Wine bibbers  
respond to **LIFE**

Manischewitz Wine concentrated 97.6% of their total magazine advertising budget in LIFE with a campaign designed to build the image of Manischewitz Wine as "everybody's wine for everyday enjoyment." *Result:* Sales up 22.5%—and a doubling of LIFE space for this year.

Only **LIFE** gives you so much

# more for selling in **LIFE**



## Pizza fanciers respond to **LIFE**

**Food Specialties, Inc.** introduced their new Appian Way Pizza Pie mix and sauce in LIFE in 1954. Last year, they invested 94% of their magazine expenditure in LIFE. *Result:* Fast climb up in terms of consumer recognition, national distribution—and sales: up 106% for last quarter of '57, up 65% for first quarter of '58. Current schedule in LIFE also up over last year.



## Gourmets respond to **LIFE**

**Chun King Sales, Inc.** made an all-out effort last year to broaden their distribution and to increase consumer interest in their line of Cantonese foods with seven full-color pages in LIFE. *Result:* In spite of recession talk, Chun King sales were up 35% for the greatest year in their history . . . and the LIFE schedule for the upcoming year has been increased to 13 full-color pages.



## Beer drinkers respond to **LIFE**

**Carling's Black Label** began a prestige-building campaign exclusively in LIFE with a multi-page insertion just before the '57 Holiday Season. *Result:* Enthusiastic kudos from the sales staff and a continuing increase in sales. LIFE advertising will continue to be the central element in national promotions throughout the coming seasons.



## Shower bathers respond to **LIFE**

**Consoweld Corp.** recently ran a spread in LIFE featuring their Bathtub Showerall Package. *Result:* This single spread created more business for the Showerall Package than the total volume for this line throughout the previous year.

## How advertisers rank National Magazines

In the first seven months of 1958, advertisers invested 42% more for selling in LIFE than in the next leading magazine.

Ranking	Magazine	Total Investment by Advertisers (Jan.-July, 1958)
1st	<b>LIFE</b>	\$69,075,530
2nd	Saturday Evening Post	48,698,322
3rd	Time	24,454,359
4th	Look	23,300,237
5th	Ladies' Home Journal	15,373,115
6th	Better Homes & Gardens	14,910,498
7th	Reader's Digest	12,337,093
8th	Newsweek	12,257,247
9th	Good Housekeeping	12,075,721
10th	McCall's	10,621,632

Source: Publishers' Information Bureau (Gross Figures) (Does not include supplements and farm magazines.)

response . . . so swiftly, so surely

# PHOTOGRAPHIC REVIEW

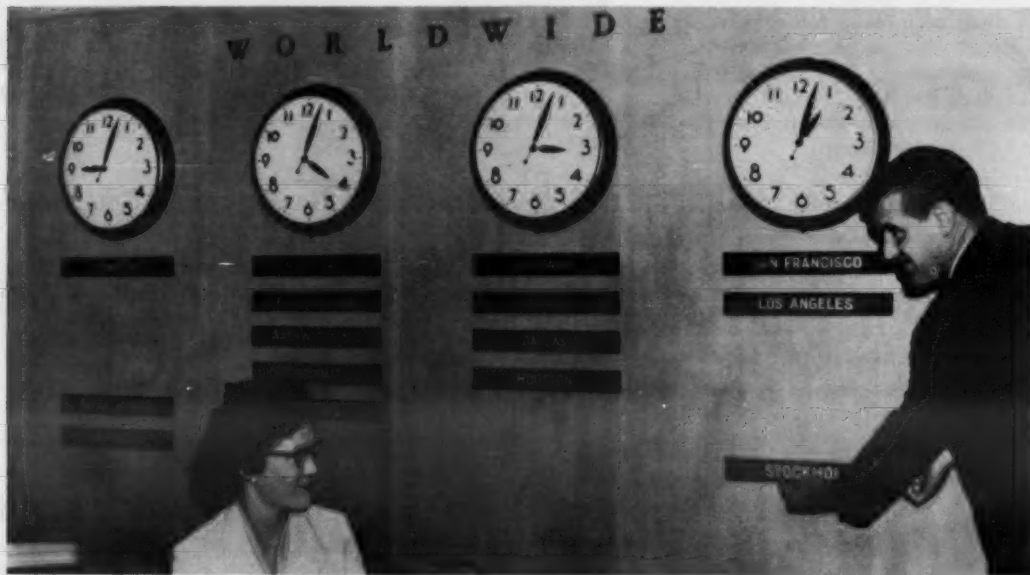


**PHILATELIST**—William H. Buckley, an art group head at Benton & Bowles, New York, and designer of the new 7¢ air mail stamp (AA, Aug. 18), sits before a sketch of the stamp's design.



Tashjian                      Canning                      Dwyer                      Berkow                      Doscher

**JUDGES AND**—Admiring their selection for Miss Washington of 1958—19-year-old Lee Berkow—are two New York agency account executives who served on the 11-judge panel: Ed Tashjian, Emil Mogul Co., and John Canning, Sullivan, Stauffer, Colwell & Bayles. Also looking are Robert Dwyer and John W. Doscher, both of John Blair & Co. WWDC conducted the local contest.



**TIMELY**—Frederick J. Wachter, general manager of Erwin Wasey, Ruthrauff & Ryan's Chicago office, sets a "Stockholm" plaque as part of a new lobby display symbolizing the agency's international scope. Looking on is Birgitta Kjellberg, Chicago visitor from the Stockholm office. The display features Seth Thomas clocks, an EWR&R client and division of General Time Corp.



**SOLO**—For the first time on the Pacific Coast, according to Foster & Kleiser Co., San Francisco, outdoor is being used to promote a book. Here, the single poster for Maria Molnar's novel, "Love with Paprika," is being painted. F&K designed the poster which is located in San Francisco's business section.

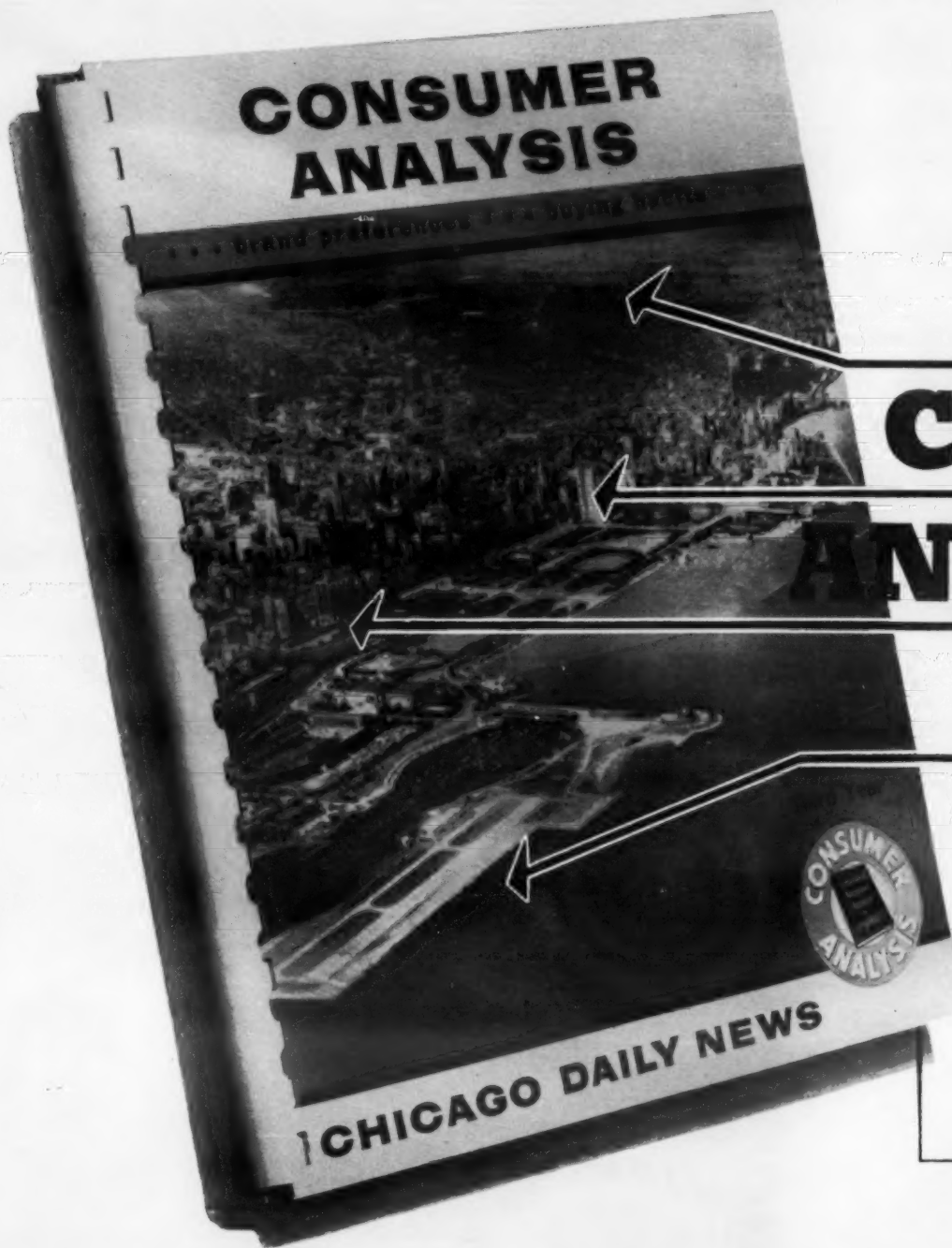


**FARM SHOW**—For speedy introduction of its new tractor line, including its first six-cylinder farm tractor, International Harvester played host to 7,300 U.S. dealers and dealer personnel, plus more than 1,000 Canadian Harvester men and 179 Latin American distributors in a three-week presentation completed last week, at the company's farm at Hinsdale, Ill. Each visiting group remained two days, watched the Kilgore College Rangerettes as well as product demonstrations. Following the introductory product ad (AA, July 28), in four farm publications, the company is using 27 state farm publications and spot radio on 150 stations in August and September to

promote field demonstrations. At left is an aerial view of the Hinsdale show, including, in the background, some of the company's outdoor ads. At center, Earl Hodgson, president of Aubrey, Finlay, Marley & Hodgson, which handles the company's farm and construction equipment ads, talks with the driver of one of the new six-cylinder models. At right, giving the show script a last minute going-over are E. J. Blacky, Aubrey, Finlay script writer; Dave C. Elliott, manager of Harvester's farm equipment advertising and promotion; Mike Peckels, director of consumer relations of the company; Don McGuiness, agency vp, and Arnold Coty (standing), cue master.

# HOW CHICAGOANS BUY . . .

the broadest, most comprehensive annual survey compiled to reveal the product use, employment data and general household composition of Chicagoans is the



**CHICAGO  
DAILY NEWS**

## **CONSUMER ANALYSIS SURVEY**

... made as a special service for advertisers in co-operation with the Consolidated Consumer Analysis covering 22 markets.

From more than 7,000 completed questionnaires an accurate picture of the position of brands and other pertinent factors about the Chicago and suburban market is drawn on foods, beverages, soaps, toiletries, homes, appliances, automotive and other categories . . . in more than 200 fact-filled pages.

This is the third year the Daily News has provided this important service . . . thus the 1958 Consumer Analysis presents the product-use findings for a full three-year period, giving the relative changes that have occurred in this time.

For up-to-date, accurate information on the brand usage, buying habits and general composition of families in the great Chicago market, contact your Daily News representative . . . he will be happy to show you this important study.

### **CHICAGO DAILY NEWS**

Daily News Plaza, Chicago 6, Ill., DEarborn 2-1111

**NEW YORK**  
45 Rockefeller Plaza

**MIAMI**  
200 S. Miami Ave.

**DETROIT**  
Free Press Building

**ATLANTA**  
933 Healy Bldg.

**SAN FRANCISCO**  
703 Market Street

**LOS ANGELES**  
1651 Cosmo Street



# **"Helps Me Meet Management Responsibilities"**

*Milton E. Morgan, Vice President Procurement  
A. O. Smith Corporation*

**"Purchasing Week** *more than serves the information needs of progressive procurement techniques. As a partner in management, today's purchasing executive must contribute towards corporate profits through increased efficiency in procurement planning and purchasing. PURCHASING WEEK gives me an insight into both current and long-range trends affecting pre-production and production buying. It enables me to advise and guide top management on purchasing policy and operation . . . materially helps me fulfill my part on the management team."*

## **A complete source of vital information . . .**

detailing and interpreting the latest factors in: price and supply; new materials, products and processes; national and international economic conditions—and more. Its editorial content adds impact, pertinency, believability to your sales messages—every week of the year.

## **Easy-to-read and remember . . .**

a full-time staff of 17 editors digest and channel the important purchasing data into the pages of PURCHASING WEEK. They are served by a network of 550 regional business-editors on stations at home and abroad . . . contributors from the business world . . . the McGraw-Hill Department of Economics. Together they comprise a corps of highly skilled professional business writers that make PURCHASING WEEK *the one complete source* of purchasing information.

## **Pin pointing your prime prospects . . .**

throughout the year, PURCHASING WEEK is *read and acted on*, by the men who make purchasing decisions; the men who are part of the management team. Your advertising, *concentrated* in PURCHASING WEEK, will be . . . *calling every week on the man your salesman must contact.*

# **Purchasing Week**

McGraw-Hill's NATIONAL NEWSPAPER OF PURCHASING

McGraw-Hill Publishing Company, Inc., 330 West 42nd St., New York 36, N. Y.

## 86-Proof Edition of Old Grand-Dad to Be Marketed

(Continued from Page 3)

stable of premium bourbons in companion bottlings of 100- and 86-proof. These now include Old Grand-Dad, Old Taylor and Old Crow. The latter two brands were introduced in 86-proof bottlings in the past five years. In each case, Mr. Ohlandt said, when the brand of lighter proof bourbon was introduced, sales of the brand skyrocketed. Since 86-proof Old Crow was introduced in 1953, the brand has sold 2,000,000 cases a year. Old Taylor, he said, is selling currently close to the 1,000,000-case level.

Old Grand-Dad, 100-proof, Mr. Ohlandt said, today accounts for 35% of the premium bond busi-

ness, and because of the advertising that will be maintained, it is expected to maintain that position.

■ Last year National put \$719,000 in magazines and \$1,271,137 in newspapers to promote Old Grand-Dad bonded, plus additional sums for outdoor, point of purchase and business papers. During the coming year, it is expected that this expenditure for the brand probably will be about doubled.

In '57 National spent \$2,089,901 in advertising promotion of Old Crow, \$1,776,217 for Old Taylor and \$1,990,137 for Old Grand-Dad. Promotion of all three brands has been stepped up this year. Estimates indicate that the big push behind Old Grand-Dad for the remainder of this year should run approximately between \$2,000,000 and \$2,500,000.

A newsreel of a special press conference produced by National Broadcasting Co. has been prepared for showing to distributors

and retailers. Martin Agronsky, news analyst and Peabody Award winner, is the moderator. Questions are asked Mr. Ohlandt and R. R. Herrman Jr., vp and sales manager of open states markets, by Walter Cronkite, Columbia Broadcasting System news commentator; Chet Huntley, NBC commentator, and Ned Calmer, CBS commentator.

■ National distribution of Old Grand-Dad 86-proof will be completed within 60 days, Mr. Ohlandt said.

Kudner Agency is handling the advertising program. #

### Information Guide Printed

The fifth edition of "Sources of Information & Unusual Services" has been published by Informational Directory Co., New York. The \$2.50 paper back book is a guide to information, pamphlets and services available from organizations and agencies in the U.S. The book, arranged by subject, covers 475 subjects.

### Waldie & Briggs Names Bolt Exec VP; Boosts Three Others

Waldie & Briggs, Chicago, has promoted James H. Bolt from administrative vp to exec vp.

The agency also has promoted three other executives. They are Leona McMullen, formerly assistant treasurer and in her 35th year with the agency, to treasurer; Robert J. Christopher, to vp in charge of client contact, and Robert E. Ingalls, from copy chief to director of plans and copy.



James H. Bolt

### Airport Agency Named

Transportation Displays Inc., New York, has appointed Detroit-Wayne Airport Advertising Inc., advertising representative for the Detroit-Wayne Metropolitan Airport, scheduled to open Sept. 1.

## TV Coverage Is Up 14% Since '56, Nielsen Reports

(Continued from Page 2)  
outside the U. S. are serving this country from sections of Canada or Mexico.

■ An estimate of the number of tv households in the U. S., with breakdowns by counties, states and geographic areas, was released by the Advertising Research Foundation and Nielsen in June (AA, June 30). The second section of the study shows the number of stations serving each state listed by (1) state of origin and (2) reportable coverage in each state. The final section will show that:

● Reportable tv stations not only have increased 14% since 1956, but have increased 17% if stations changing channel during this period are included.

● The average tv home in the U.S. uses 3.61 stations; 605 tv stations reported by Nielsen service 42,400,000 different homes.

● 36 tv stations now reach more than 1,000,000 different homes each; in 1956 only 29 stations had this monthly coverage.

● 31% of reportable tv stations this year reach more than 250,000 homes in a month. In 1956 only 27% of reportable tv stations covered this number of homes each month.

■ Included with the reportable coverage analysis was a complete breakdown of station circulation patterns by states.

The states besides Texas with the largest number of stations serving them are Pennsylvania (51), Ohio (36), New York (34), Wisconsin (33), California (33) and Missouri (32).

States which had the largest reportable station increase during the past two years in addition to Texas were New Mexico (eight); Montana (seven); Mississippi (seven); Nevada, Tennessee, Virginia and West Virginia (six each); Colorado, Missouri, North Carolina and New Hampshire (five). Canadian and Mexican reportable stations increased by 10.

Changes in the number of stations serving their states of origin were not so noticeable. The majority of states increased their stations by from one to three or stayed the same.

The Nielsen Coverage Service No. 3 is the largest yet provided by Nielsen. NCS No. 2, for both radio and tv, was produced in 1956. NCS No. 1, for radio only, was produced in 1952.

The complete Coverage No. 3 was sponsored by three tv networks, 42 agencies and advertisers and 125 stations. It tabulates the service of 505 tv stations in 3,072 counties, using data from more than 200,000 homes. #

### Petry Opens Dallas Office

Edward Petry & Co., New York, radio-tv station representative, has opened a Dallas branch office. Hugh O. Kerwin, formerly head of Petry TV, St. Louis, will be manager of the new office and in charge of tv sales. David C. Milam, formerly with Avery-Knodel, will be head of the Dallas radio sales division. Fred W. Johnson, former salesman with Petry TV, St. Louis, replaces Mr. Kerwin in that city. Petry's Dallas office, the representative's ninth branch, is temporarily located in the Adolphus Tower Bldg., but will move to 211 N. Ervay St. as soon as its new quarters are completed.



**"Trade Mark Service in the Yellow Pages is a vital part of our national advertising,"**

says **BERTRAM GIVEN**, President, **WASTE KING CORPORATION**, Los Angeles, California.

"In the past ten years, Trade Mark Service has helped Waste King become one of the world's largest manufacturers of household and commercial garbage disposers.

"Listings of Waste King authorized sales and service agencies under our trade-mark in the Yellow Pages implement a national program designed to serve Waste King customers promptly and efficiently.

"Today, with an expanded product line, we require more than ever the sales and service help rendered to our users by classified directories all over the country."

More and more national advertisers rely on Trade Mark Service in the Yellow Pages to direct sales to their dealers and distributors. Find out how Trade Mark Service can make *your* advertising pay off at the local level. Call your telephone business office.

### WASTE KING PULVERATOR

Most Efficient Operation  
Safe - Dependable - Quieter

A Complete Line of  
Domestic and Commercial  
Garbage Disposers



### "WHERE TO BUY IT"

HOME MODEL DEALER  
Lee Kimball Co 119 Canal ... Capital 7-0250

WHOLESALE DISTRIBUTORS  
GRAY SALES COMPANY

17 Iverson ... MOunt 6-9680  
REPUBLIC PIPE & SUPPLY CORP  
1341 Columbus Av ... GArrian 7-5100

COMMERCIAL MODEL DEALER  
Lee Kimball Co 119 Canal ... Capital 7-0250

SERVICE AGENCY  
APPLIANCE ENGINEERING CORP  
709 Beacon ... COwith 6-2411

WASTE KING'S TRADE-MARK and sales message identify authorized Waste King dealers and direct sales to them.

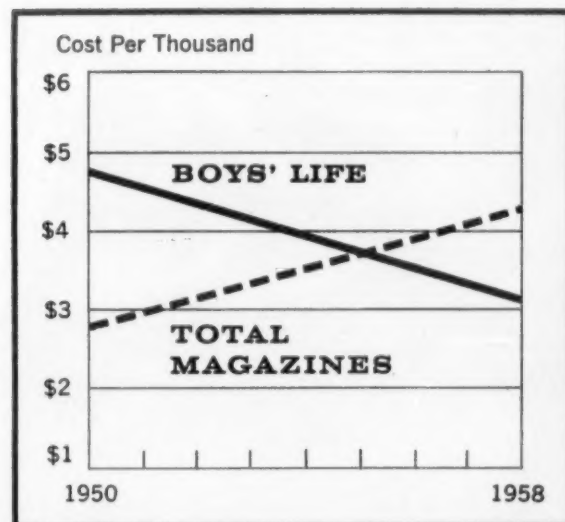


**BOYS' LIFE** advertisers in the remaining issues of 1958 will receive 200,000 in net paid bonus circulation. Starting with the January, 1959 issue, the new guarantee of 1,800,000 will go into effect. This represents a 13% increase since the last circulation guarantee; 200% in the last five years. Advertising rates will be adjusted to a cost per thousand of \$3.21, continuing our 8 year policy of low page costs. Only **BOYS' LIFE** and one other magazine have been able to maintain this record

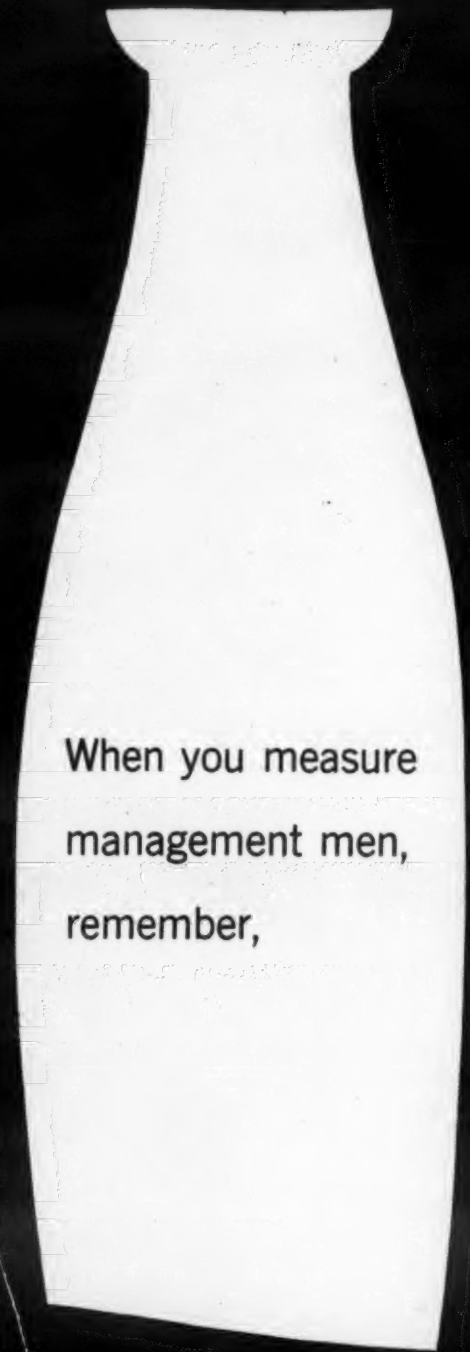
despite the post-war cost squeeze.



**OUR 8 YEAR RECORD**



We're proud of this record. We're also proud of being the first and foremost monthly mass circulation magazine in the youth field today.



When you measure  
management men,  
remember,



it's quality of mind  
that counts . . . . .

Quality of mind makes all the difference.  
It makes a difference in the kind of readers a magazine has  
and certainly in the kind of readership it gets.

It is one of the underlying reasons why most  
of FORTUNE's subscribers request that their copies  
be home delivered. Away from the distractions and demands  
of the office they can read in quiet concentration.

It makes a difference for management advertising, too.  
For when a man is reading about business, he's thinking  
about business—his own. What better time is there  
to tell him what your product can do for him?

Advertisers who have tried it tell us . . .

**FORTUNE** gets results.

**Gourfain-Loeff Adds One**  
Gourfain-Loeff, Chicago, has been appointed to handle advertising for American Hair & Felt Co.,

Chicago, producer of Ozite carpet cushions. Holtzman-Kain Advertising, Chicago, is the previous agency.

### EWRR Names Three; Opens Pittsburgh Office

Howard S. Wesson, formerly with Paul Klemtner & Co., has joined Erwin Wasey, Ruthrauff & Ryan, New York, as a copy supervisor. Dan J. Duffin, previously in the agency's Philadelphia office, has been named manager of the client public relations department. T. P. Wheelwright continues as EWRR pr director. The agency also has named Howard Lee Leonard, formerly with the research workshop of the New York Sales Executives Club, to its staff.

EWRR has opened an office in the Porter Bldg., Pittsburgh, primarily to handle its H. K. Porter Co. account. Frederick C. Adams is office manager.

### WDOK Appoints Broadcast

Broadcast Time Sales, New York, has been appointed to represent WDOK, Cleveland. The station previously was represented by Weed & Co.

## Adman Ferguson's Space Cigaretts Bow; They're Out of World

WASHINGTON, Aug. 19—A Washington agency executive is trying to break into the cigaret business with nothing more than a brand name and a slogan.

The experiment is being carried out by Courtland D. Ferguson, president of Courtland D. Ferguson Inc., source of some of the most successful advertising slogans in use by Washington area businesses.

"Many months ago," says Mr. Ferguson, "I hit on the idea that the word 'space' would be the most publicized word in the English language during the next 10 years. Then it occurred to me, where could you get a better slogan to go with it than 'They're out of this world.'"

Mr. Ferguson decided cigarets would be the most promising product to carry a "Space" brand name and the "out of this world" slogan. His lawyers soon found he could go ahead without trademark difficulties.

"Space" cigarets, king-size and filter-tip, are being packaged for Mr. Ferguson in Philadelphia. He has introduced them at the Palm Beach Air Force base and the Walgreen drug store in West Palm Beach. They will be appearing soon at other military bases along the East Coast. Later he plans to break into civilian markets, beginning with drug stores here.

The response at West Palm Beach was immediate, with more than 1,500 packs scooped off of counters without any special promotion. They had special appeal to military personnel involved in various "space" programs headquartered in the West Palm Beach area, Mr. Ferguson feels.

Although he is an adman, Mr. Ferguson is moving slowly in building up promotion for his Space brand. His first steps will involve media serving the military market, including base publications. He also contemplates some radio in the West Palm Beach area.

Space Inc. is headquartered at the Courtland D. Ferguson offices in the National Press Bldg., but it is a separate corporation. Members of Mr. Ferguson's family hold the corporate offices, while promotion, including the design for the Space package, is executed by the art staff of the Courtland D. Ferguson agency.

Among Mr. Ferguson's creations in the past have been the slogans, "Don't make a move without calling Smith," for Smith Transfer & Storage Co., and "Yeah, Mann," for Mann's potato chips.

"I've come up with ideas that have made lots of money for my clients," says Mr. Ferguson. "I thought I would see what I could do for myself." #

### MacLaren Adds Two

MacLaren Advertising Co., Montreal, has been appointed to handle advertising for Caldwell Linen Mills, Montreal, and for Miracle brand feeds division of Ogilvie Flour Mills Co., Montreal, in addition to Five Roses flour which it already handles. H. F. Sanfield Ltd., Montreal, is the previous agency on both products, and continues to handle other Ogilvie products.

### Chase Chemical Names Agency

Chase Chemical Co., Newark, has appointed Black, Little & Co., Newark, to handle advertising for Tocyl, a new product for relief of pain from arthritis and other rheumatic-like conditions.



UNWORLDLY—Space cigarets are beginning to appear at post exchanges at military bases in the East. The new cigaret brand is backed by Courtland D. Ferguson, Washington agency owner.

### Four Sponsors Purchase TV Syndicated Series

Four advertisers have purchased sponsorship of five syndicated tv programs. Anheuser-Busch, St. Louis, has scheduled National Telefilm Associates-Desilu's "U.S. Marshal," adapted from modern-day files of western U.S. marshals' offices, in approximately 80 markets. Busch's advertising will start in Chicago in September and in other cities during January, February and March. Vick Chemical Co. will sponsor segments of three programs on the NTA Film Network for 26 weeks beginning Oct. 6 on 115 stations. 15 commercials per week will advertise Vick's Vaporub, cough syrup and double-buffered cold tablets on "Tv Hour of Stars," with participations scheduled on "Man Without a Gun" and "This is Alice."

S. A. Schonbrunn & Co. for Savarin coffee, and Ronzoni Macaroni Co. will jointly sponsor the MCA-TV series, "If You Had a Million," over WRCA-TV, New York; WRCV-TV, Philadelphia, and WNHC-TV, New Haven, for an indefinite period beginning Sept. 23. D'Arcy Advertising Co. is the agency for Anheuser-Busch; Morse International for Vick Chemical; Foote, Cone & Belding services the Savarin account, and Emil Mogul Co. has Ronzoni macaroni.

### Pioneers Elect Officers

Frank E. Pellegrin, vp and partner of H-R Representatives, has been elected national president of Broadcast Pioneers, New York. Vps are Merle S. Jones, CBS Television Stations division; Sol Taishoff, Broadcasting; Gordon Gray, WOR-TV; Charles Godwin, Mutual Broadcasting System, and Frank Silvernail, radio-tv consultant. Raymond F. Guy, NBC, was elected secretary, and Charles A. Wall, Broadcast Music Inc. and Associated Music Publishers, treasurer. A minimum of 20 years in the broadcasting industry is a prerequisite to membership in the Pioneers.

### Canada Store Sales Up 7.8%

Canadian chain store sales in June rose 1% to an estimated \$247,347,000, from the June, 1957, total of \$245,000,000, the Statistics Bureau announced. Sales in the first six months of 1958 were \$1,396,152,000, or 7.8% higher than the \$1,295,007,000 for the same period in 1957. For June, grocery and combination stores, variety stores, family clothing, hardware stores, lumber and building material dealers were up, while men's clothing stores, women's clothing, shoe stores and drug store sales were down.

# 1 call for all

VISUAL SELLING AIDS  
from flip-overs to films  
SALES TRAINING PROGRAMS & MEETINGS  
from copy planning to production  
EXHIBITS & DISPLAYS  
from creation to production  
POINT-OF-SALE MATERIAL

visual communications specialists

We are Masters of all Visual Communication Techniques, fully staffed with creative consultants and with complete facilities (all within one shop) to do any job for you in the visual selling field!

CREATIVE ART STUDIO • SILKSCREEN  
TYPE & LETTERPRESS • BOOK BINDING  
CHARTS & MAPS • EXHIBITS & DISPLAYS

call us... for results  
you can see!



rapid art  
service, inc.  
304 east 45th street,  
New York 17, N. Y.  
Murray Hill 3-8215

## GREENVILLE, SOUTH CAROLINA

# A FABULOUS FOOD MARKET



Airview of Winn-Dixie's Greenville, S. C. warehouse, one of the South's largest and most modern food distributing facilities.

## FACTS ABOUT



## WINN-DIXIE STORES, INC.

- ★ Greenville warehouse serves 125 stores in S. C., N. C. and Ga.
- ★ Greenville bakery serves 175 stores in S. C., N. C., and Ga.
- ★ Winn-Dixie's total annual sales approximately \$575-million dollars.

Much of Greenville's fame as a food center stems from the location here of the Winn-Dixie warehouse serving its stores in three states. Winn-Dixie retails the products of hundreds of America's food manufacturers, and scores of other products now sold in super-markets.

## GREENVILLE'S 9-COUNTY MARKET

Population 524,857 . . . Food Sales \$106,847,000.

(According to SALES MANAGEMENT'S  
May 10, 1958 Survey of Buying Power)

This largest textile-industrial area in America is South Carolina's leading market for Food Products. The Greenville News and Piedmont give advertisers dominant and complete coverage in their compact 9-County Market (A.B.C.).

DAILY CIRCULATION  
102,030

Write for your FREE copy of "Brand Inventory in Greenville News Homes," covering more than 150 items of foods, soaps, tobaccos, household needs, etc.

The Greenville News  
MORNING AND SUNDAY  
GREENVILLE PIEDMONT  
EVENING

Represented Nationally By  
WARD-GRIFFITH COMPANY, INC.

### Hoffman Electronics Print Ads to Push Sun-Power Radio

LOS ANGELES, Aug. 19—Using the theme "Free power from the sun," Hoffman Electronics Corp. will use printed media advertising and in-store demonstrations to promote its new solar-power radio this fall.

Dealer kickoff ads will run in *Electrical Merchandising*, *Home Furnishings Daily* and *NARDA News*. These will be followed by consumer ads in newspapers, *Esquire*, *The New Yorker* and *Sports Illustrated*.

Dealer window displays demonstrating the conversion of sunlight into electrical energy are scheduled for 23 major marketing areas. A promotional package includes brochures for counter and direct mail use plus a push-button demonstration display showing how the Trans-Solar radio operates on light converted into electricity through the solar cells built into the top of its case.

The cells are said to be similar to those produced by Hoffman to power the radio transmitter in the Vanguard satellite.

Honig-Cooper, Harrington & Miner, Los Angeles, is the agency. #

### 'Marine Dealer' to Bow

*Marine Dealer*, a new monthly news and merchandising tabloid-size magazine (10 7/8 x 13 1/2"), will bow Sept. 12 with a controlled circulation of 28,000. Base advertising rate (a b&w page, one time) will be \$550; 7x10" plated ads will be \$475. Peter Ball, publisher of *Automotive Retailer* and *Marine Equipment Purchasing Guide*, a directory, is president of the new Marina Publications Inc., 128 E. 36th St., New York.

### ARF Appoints Three

Advertising Research Foundation has appointed three new members to its technical committee. They are Pettersen Marzoni Jr., vp and director of research, D'Arcy Advertising Co.; Otto Tinklepaugh, vp, J. M. Mathes Inc., and W. M. Weibacher, vp and director of research, Dancer-Fitzgerald-Sample.

### Two Join Central Outdoor

Walter J. Greene and Gregory M. Olsen have been named art director and sales promotion manager, respectively, of Central Outdoor Advertising Co., Cleveland. Mr. Green formerly was with William Meese Advertising Art Co. and McCann-Erickson. Mr. Olsen previously was with *McCall's* and General Outdoor Advertising Co.

### Two Join 'Diner's Magazine'

Joan Bartelstone, formerly assistant promotion manager of Phoenix Press, has been named business manager of the *Diner's Club Magazine*, New York, succeeding Nancy Wilbur, who has returned to England. Jack O'Brien, previously sales promotion manager of *Argosy*, has joined *Diner's Club Magazine* as associate editor.

### Two Name Robert Eastman

Robert Eastman & Co., New York, has been appointed to represent WAAB, Worcester, Mass. The radio station previously was represented by George P. Hollingbery Co. Eastman also has been named to represent WEEP, Pittsburgh. The radio station previously was represented by H-R Representatives.

### ABC Radio Signs Sponsors

ABC Radio, New York, has added eight advertisers in its biggest mid-summer sales period in five years. Six of the new sponsors will advertise on Don McNeill's "Breakfast Club." They are Angostura-Wupperman Corp. (Foote, Cone & Belding), Mentholatum Co. (J. Walter Thompson Co.), Magla Products (Edward Lieb Advertising Agency) and J. W. Wright & Co. (Charles W. Hoyt Co.), all

starting in October; C. H. Musselman Co. (Arndt, Preston, Chapin, Lamb & Keen), scheduled for Sept. 10, and Puritron Corp. (Maxwell Sackheim & Co.) beginning Aug. 14. Two of the eight advertisers signed for news broadcasts. Cadillac (MacManus, John & Adams) will sponsor "John Daly & the News" and Belton Hearing Aid Co. (Olian & Bronner), a new Paul Harvey news series, both starting in September.

### Mathieson Boosts McCleary

George W. McCleary, formerly advertising and promotion manager of the packaging film division of Olin Mathieson Chemical Corp., has been named sales manager of the corporation's Ecusta paper division. He will be responsible for promotion and sale of lightweight printing and Bible paper, carbonizing tissues and lightweight specialty papers at the Ecusta division's plant, Pisgah Forest, N. C.

### RAB Names Heiman; Signs 4

Carlin J. Heiman, formerly client service representative in the broadcast division of A. C. Nielsen Co., has been appointed to the member service department of the Radio Advertising Bureau, New York. RAB also has signed three Balaban radio stations and their representative, Robert Eastman & Co., as members. The stations are WIL, St. Louis; WRIT, Milwaukee, and KBOX, Dallas.

## Selling for you constantly at point-of-sale...

# PARENTS' MAGAZINE'S Commendation Seal!

MILLIONS of mothers (and fathers, too) rely on the PARENTS' MAGAZINE Commendation Seal when picking a branded product. This powerful selling emblem is working right today on behalf of branded foods, drugs, beauty preparations, appliances, equipment, and virtually every other kind of commodity.

Let this selling force work for you, too!

1,800,000 circulation\* in homes with over 4,100,000 children



\*New guarantee effective with February 1959 issue.



## Knomark Sets Fall Drive in 4 Media

New York, Aug. 19—Knomark Mfg. Co. will launch a fall advertising push in the U. S. and Canada for its line of "new formula" Esquire shoe polish.

The company will break the drive Sept. 30 on the "Garry Moore Show" (CBS-TV), sponsored jointly by Knomark and its parent company, Revlon Inc.

Knomark will push the Esquire line, which includes Lano-Wax, Scuff-Kote and Lanol-White, in half-page or larger ads in October issues of *Life* and *Look*, plus big-space ads in trade publications in the U. S.

In Canada the company will use magazines, radio and newspapers, including color pages, starting in the October edition of the *Canadian Reader's Digest*, plus half-pages in *Maclean's Magazine*, beginning Sept. 21. Also scheduled are 480-line insertions in major market newspapers and 50 radio spots weekly in key dominion cities.

Emil Mogul Co. is the agency handling the account, which spends about \$2,500,000 in advertising annually. #

## Two Join Herbert Willis

Kenneth M. Kamstra, formerly creative and administrative product man of the duplicating products division of Minnesota Mining & Mfg. Co., St. Paul, has joined the creative staff of Herbert Willis & Associates, Minneapolis, as head of the agency's agricultural division and as an account executive. At the same time, Robert K. Pillsbury, formerly sales manager of paint and posting sales of Naegele Outdoor Advertising Co., joined the account service staff of the agency.

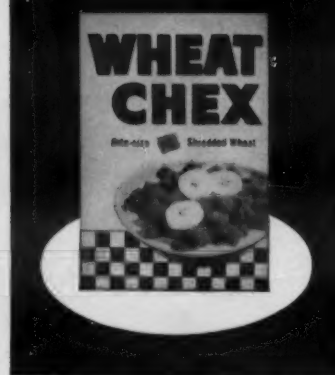
## Snellenburgs Buys Blatt

Snellenburgs, Philadelphia department store, has bought the M. E. Blatt department store in Atlantic City. The Atlantic City store will be known as Snellenburgs-Blatt and will continue to be managed by Max E. Blatt, president.

## 'Hawaii Times' Names Seymour

Edwin Seymour Inc., New York, has been appointed east coast advertising representative for the *Hawaii Times*, Honolulu.

In the leadership spotlight



## Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

**WGN-RADIO**  
CHICAGO, ILLINOIS

## NCAA Games Add Sponsors

Three advertisers have purchased one-quarter sponsorship each of the nine National Collegiate Athletic Assn. football games to be broadcast this fall by NBC Television, New York. The sponsors are Sunbeam Corp. (Perin-Paus Co.); Libbey-Owens-Ford Glass Co. (Fuller & Smith & Ross); and Bayuk Cigars (Feigenbaum & Werman Advertising Agency). The 1958 telecasts of the NCAA collegiate football Game of

the Week will start Sept. 20 and end Thanksgiving Day.

## Cleworth Elects Two Officers

Robert G. Allison, manager of the New York office and advertising representative in New York and New England for Cleworth Publishing Co., Cos Cob, Conn., has been elected a vp of the company. Charles W. Pettengill, of the law firm of Hirschberg, Pettengill & Strong, Greenwich, Conn., has been elected vp and secretary of

the publishing company.

## Storer Reports Earnings Drop

A drop of \$1,164,622 in its second quarter net earnings was reported by Storer Broadcasting Co., Miami Beach. Storer reported its second quarter net earnings at \$978,416 as compared to \$3,143,038 for the corresponding period of 1957. The latter period, however, reflected capital gains from the sale of WBRC and WBRC-TV, Birmingham.

## McGraw-Hill Names Schirmer to New European Sales Post

McGraw-Hill Publishing Co. has established a European sales district, with headquarters in London, effective Sept. 1. Edward E. Schirmer, who joined McGraw-Hill's Los Angeles sales office in 1956 and who has been in Dallas since February, 1957, will be district manager, responsible for the sale of display and classified advertising for McGraw-Hill publications throughout Europe.



**you stay in the race today .....**

Giving your competitors a big lead today is no way to win your share of tomorrow's sales in the \$41-billion Original Equipment Market.

Your materials, component parts or finishes *must get into the specifications* before you can count on volume orders. They are being engineered *right now* into the new products of '59, '60 and '61. And the stakes are huge.

Products are being obsoleted faster than ever before in history . . . 51% of metalworking companies are now working on new products . . . in 1961, items not now in existence will account for 19% of metalworking industry sales.\*

At the reins of your OEM sales future are *product design engineers*. Guiding and stimulating these key men is the job at which *Product Engineering* excels.

OEM's largest staff of engineer-editors every week

**Product Engineering** The McGraw-Hill weekly magazine of

### Presidential Proximity Poses Problem for Producers of (Perilous?) Promotional Photo

NEW YORK, Aug. 19—If you're using a gun in an ad, better not take the picture when President Eisenhower is in town. That's the experienced advice of one photographer, Albert Gommi.

Last week, when the President was at the Waldorf-Astoria preparing for his United Nations address, a few blocks away Mr.

Gommi was preparing to photograph a hunting scene for a Jax beer poster for the Jackson Brewing Co., New Orleans. Also on hand was his representative, Fredric Kammler, and Rector Wootten, account exec at Fitzgerald Advertising.

The scene was set—hunting dog, decoy ducks, a model in hunting

garb—everything but the gun, which was being delivered by messenger from Stoeger Arms Corp.

Finally the gun-bearing messenger arrived—convoys by four secret service men. "We're taking you downtown," they said, advancing on Mr. Gommi.

■ General scene of indignation follows, with Mr. Gommi and Mr. Kammler explaining excitedly that they had gathered together \$2,000 worth of equipment and props to

shoot a picture, not the President. The police were adamant. They were taking "everyone downtown."

Attention was drawn to the fact that the gun was not loaded, and the T-men were finally persuaded to make a few phone calls, including one to Stoeger. Minutes later they apologized, and the picture-taking proceeded as planned—except for an unscheduled break when the President drove by. The crew stopped shooting to look out

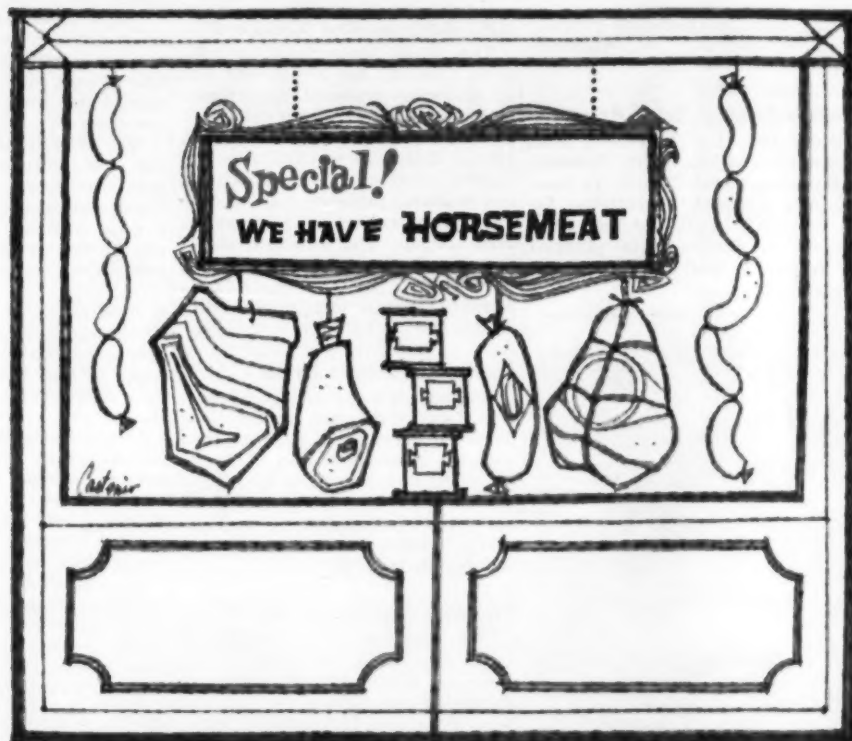
the window, carefully leaving the gun in a far corner. ☞

### Three Stations Join ABC-TV

WTAE, Pittsburgh, will go on the air Sept. 14 as an affiliate of ABC Television. ABC has had no regular tv outlet in Pittsburgh. KDRO-TV, Sedalia, Mo., also has affiliated with ABC-TV. The network previously has not had a Sedalia outlet. KDRO-TV formerly operated as an independent. ABC-TV also has added as an affiliate WJRT, Flint, Mich., the city's first tv station, which will go on the air Oct. 1.

### Reed Named PR Director

Walter W. Reed, formerly vp of Cumerford Inc., Kansas City public relations and fund raising counselor, has been named director of public relations of the National Automatic Merchandising Assn., which has headquarters in Chicago.



... or you're scratched tomorrow

provides them with the most useful information first. That's why *Product Engineering* readers display such great enthusiasm.

**Thorough readership?**—A column on the next-to-last page pulled over 2,600 booklet requests!

**Inquiries?**—57% more inquiries per ad per issue than a year ago! ... 83% more catalog requests per offer! ... 61% more inquiries per new component item!

**Circulation?**—New subscribers at the fastest rate in its history! ... Increasing renewal percentages!

Tomorrow's big OEM sales pay off will be yours ... only if you sell these hard-to-reach men *today*. Your best OEM customers *respond* to advertising in *Product Engineering*.

\*McGraw-Hill's 11th Annual Survey of Business' Plans for New Plants and Equipment, 1958-1961. If you'd like a copy, write to-Product Engineering.

Design Engineering and Product Development • 330 West 42nd Street, New York 36, N. Y.



"B" is Benign  
And not very deep.  
Without stimulation,  
Radio puts him to sleep!

To keep listeners wide awake, radio must be programmed with stimulation and vitality plus appeal to the wide variety of individual tastes that make up any market.

In Greater Los Angeles, KHJ with FOREGROUND SOUND has been providing its listeners with this kind of programming for 36 years.

Through news, commentary, sports, quiz, dramatic and variety programs, KHJ delivers listeners who pay close attention to the programs of their choice and consequently to the commercials within and around it.

Never underestimate the variety of tastes that make up the Los Angeles market. Here is a medium programmed to satisfy them all.

**KHJ**  
**RADIO**  
LOS ANGELES  
1313 North Vine Street  
Hollywood 28, California  
Represented nationally by  
H-R Representatives, Inc.



**WOR Opens Videotape Studio**

The WOR recording division of RKO Teleradio Pictures, New York, has opened studios for commercial tv tape recording. The facilities, located at the WOR radio broadcasting studios, 1440 Broadway, will be available to advertising agencies and film producers on a custom service basis in the New York area.

**PR Shop Publishes Booklet**

"The Power of Public Relations," a book designed for management and organization executives, has been published and is available free from its publisher, Max Rogel Inc., 527 Madison Ave., New York.

**PRINTING BUYERS**

**FACTS**—about roll-fed offset printing

- Paper in rolls costs less
  - Prints 4 times as fast
  - Prints 2 sides in one operation
  - Prints and folds on press
  - Two colors at single-color prices
- CATALOGS—CIRCULARS, etc.

**DANNER PRESS, INC.**

Akron, Ohio  
Franklin 6-6175

**Form New Agencies: Goodman & Rouse, Stiller-Hunt**

Mort Goodman, who formerly operated as Goodman Advertising Inc., Los Angeles, and Art Rouse, former partner of Stiller, Rouse & Hunt, Beverly Hills, have formed Goodman & Rouse Inc., and will operate out of the former Stiller, Rouse & Hunt offices at 250 S. La-Cienega Blvd.

George Stiller and Don Hunt have formed a new agency, Stiller-Hunt Advertising. Offices are at 9033 Wilshire Blvd., Beverly Hills. Stiller-Hunt retains most of the accounts of the former Stiller, Rouse & Hunt, and has announced it will open offices in Miami Beach, Fla., and Washington, D.C., within 90 days to serve expanded activities of clients.

**National Parking Assn. Releases 1st Cost Survey**

More than 40¢ out of every \$1 an American pays to park his car in off-street parking lots goes toward rental of the real estate. This and other information is available in the first "Parking Industry Operating Cost Survey" of the National Parking Assn., Washington. The survey, which breaks down and compares rents, labor costs and other operating expenses of the industry, is available for \$10

**Zogg! Wumph, Zuzu, wu TIMEPLAN LOAN!**

**LINGUISTIC**—This Bank of America poster is the first to be phrased in idiomatic Martian, the bank says. The bulletin, appearing in California, continues the "space" campaign launched by the bank through Johnson & Lewis Advertising, San Francisco, to promote Timeplan loans as a quick, easy way to obtain "earth money."

a copy from the National Parking Assn., 711 14th St., N.W., Washington, D.C.

**Florida Agency Adds Account**

Duon Inc., Coral Gables, Fla., has appointed Compton, Peterson & Woodruff, Coral Gables, to handle new product advertising for its Vita-Fluff shampoos and hand creams. A campaign is planned for August in trade and consumer magazines.

**ABC Adds 58 New Members**

The Audit Bureau of Circulations, Chicago, has announced that 17 Canadian national advertisers, 11 advertising agencies (both U. S. and Canadian), 21 newspapers (three daily, 13 weekly, five religious weekly), five magazines, two business publications, and two associate members have joined the organization. The associate members are Barnard Inc., New York, and W. F. L. Edwards & Co. Ltd., Toronto. Present total membership of the ABC is 3,878.

**Axelsen Changes Name**

Axelsen Advertising Agency, Salt Lake City, has changed its name to Axelsen & Richins Inc., with the inclusion of Kay W. Richins as co-owner and vp. Mr. Richins has been with the agency since 1957, and was named vp in February. Thomas H. Axelsen founded the agency in 1948.

**'Graphic Arts Buyer' Set**

The *Graphic Arts Buyer*, a monthly with a controlled circulation of 10,000, will be published beginning in September in the New York and Philadelphia market area. Insert rates are based on \$190 per b&w page.

**Spalding Names Martin**

John A. Martin, formerly with Rich's Inc., New York department store, has been named to head a new merchandising department at A. G. Spalding Co., New York.

**Set Package Early in Market Planning, Food Men Are Urged**

CHICAGO, Aug. 19—A Chicago package designer last week urged that manufacturers include packaging plans in the earliest stages of market planning.

Speaking at a packaging panel at the National Food Distributors Assn. annual convention here, Robert Sidney Dickens said the growth of self-service stores has made packaging an integral part of marketing strategy.

Part of the basic work of the package designer, he said, includes finding out what the product will compete with—similar products and other packaged goods—on the retailers' shelves.

"A professional package designer is not a researcher, however," he noted, adding that researching the effectiveness of the package should be done by market researchers.

Mr. Dickens said that "no package can perform miracles," and that advertising and merchandising are always needed, along with a good product. "The best package in the world will sell a poor product only once," he said.

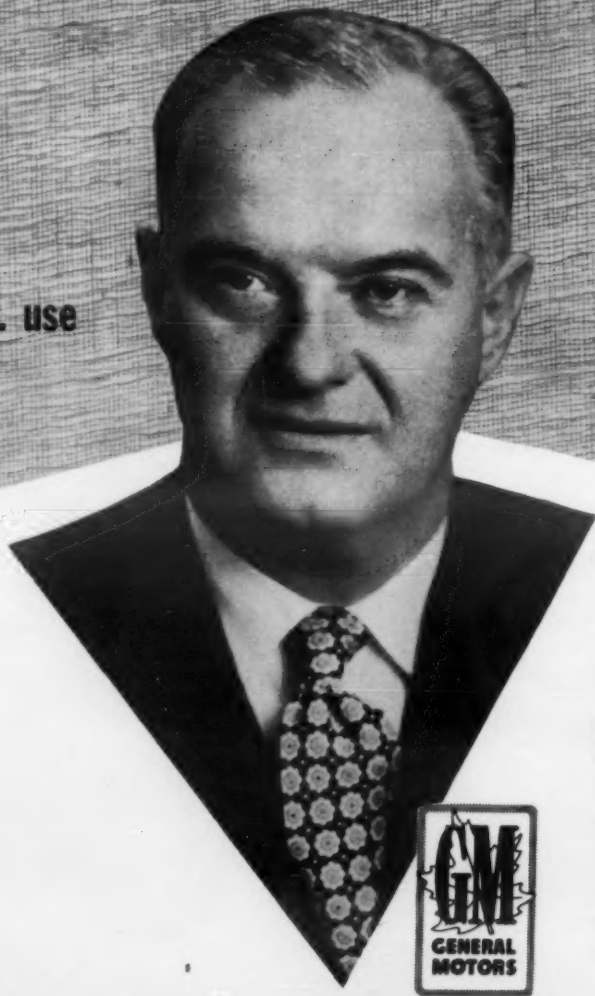
Another panel member, Ray L. Anzilotti, assistant general sales manager of Cracker Jack Co., Chicago, termed his product's package ideal because it embodies three basics of good packaging: (1) Prominent brand name in the familiar logo; (2) quality symbolism, obtained by keeping much of the outer foil wrapper in its natural color; and (3) action provoking elements—the picture of the product.

Mr. Anzilotti revealed that Cracker Jack, long associated with sales via vendors at ball parks, beaches and similar places, now makes 80% of its sales in retail food outlets. #

**Mangini Joins Commonwealth**

Victor P. Mangini, formerly fashion copywriter and direct mail coordinator at Filene's department store, Boston, has been appointed director of advertising and sales promotion of Commonwealth Shoe & Leather Co., Whitman, Mass. He succeeds Walter J. Avery, who is retiring after 32 years with the company.

"That's why we at G.M. use business publications widely"



E. H. Walker, President, General Motors of Canada Limited.

Why? E. H. Walker prefaced this remark by pointing out that business papers are the sorters and fact-finders, and that it was "... compulsory for every business man to turn to the printed word... our economists, our engineers, our sales people and our purchasing agents."

"We at General Motors of Canada", concluded Mr. Walker, "also look to business papers as a natural medium for telling others in business about ourselves and our products."



**BUSINESS NEWSPAPERS ASSOCIATION OF CANADA**

137 Wellington St., Toronto, Ontario

... circulation independently audited.  
... editorial to highest ethical standards.

**LOST:** 1/5 OF THE FOOD CONSUMERS because of low newspaper and magazine readership among Negroes.

**FOUND:** in the combined Rollins markets of New York, Chicago, St. Louis, Indianapolis and Norfolk, 1/5 of the food consumers—Negroes, who spend more per income dollar for food than white consumers. Because of low newspaper and magazine readership among Negroes, you must give them a special invitation to buy. Rollins Negro-Programmed Radio Stations give them that special invitation through recognition.

**Rollins 1958 Negro Product Preference Survey shows how and why 3 1/2 million Negroes buy quality products. To get your copy, contact a Rollins Man today:**

NEW YORK: 565 FIFTH AVENUE CHICAGO: LINCOLN TOWER  
ST. LOUIS: ARCADE BUILDING WNJR: NEW YORK  
WBEE: CHICAGO KATZ: ST. LOUIS WGEE: INDIANAPOLIS  
WRAP: NORFOLK

**ROLLINS**

BROADCASTING, INC.

America's Most Experienced Negro Radio Chain



# Appliance Pros build a firm foundation in Electrical Merchandising

The real Pros of appliance-tv-housewares promotion never try to solve complex problems with aimless compromises.

When picking the publication in which to build the firm foundation of a trade program, they're guided by the answers to one key question: what are the requirements for a base publication? There can be only one answer—solid coverage of this huge industry, and demonstrated reader interest. And only one publication meets both requirements . . . Electrical Merchandising.

Every month, 40,000 appliance men receive, read and *respond* to Electrical Merchandising. They want it, and they buy it. They need it, and they use it. Little wonder Electrical Merchandising polled more votes than the two other publications *combined* in the penetrating Erdos and Morgan study of dealer editorial and advertising preference.

Use Electrical Merchandising to the limit of its sales-making power—not timidly, not tentatively, but *basically*. Build the solid foundation of your trade program where you can build it best, in the authoritative pages of . . .



## Electrical Merchandising

Magazine of the appliance Pros

A MCGRAW-HILL PUBLICATION ABC-ABP



*The next wave of prosperity will start in*

# THE MARKET-

*and it may  
have started  
there  
already*

This year millions of Americans are going places, recession or no recession. It's a Market-on-the-Move and the movement is more than geographical.

These are the people moving into higher incomes, better jobs and higher and higher standards of living. It takes more than a stutter in the economy to keep *them* static, at home. They're out across the world and the nation, traveling as usual, buying as usual, consuming as usual—*maybe, right at this moment, more than usual.*

For when the next great period of prosperity moves in on America, you'll find that it started right here—in the Market-on-the-Move, among the millions of readers of TIME.

*(It may well have started already. Don't be late.)*



TIME—THE WAY TO REACH  
AMERICA'S EXECUTIVE AND  
PROFESSIONAL FAMILIES

# ON-THE-MOVE



# NEW YORK CONFIDENTIAL

starring **LEE TRACY**



The most fabulous city in the world — never before filmed for local market television!

**Now — NEW YORK CONFIDENTIAL**  
— produced on location for your own local market's first run entertainment!

39 original gripping stories of haunts and highspots! Teeming Times Square! Chinatown! The Bowery! The drama of the throbbing city!

**HURRY! 77 MARKETS ALREADY SOLD!**

D-X Sunray Oil Co. starts September 8 in a 50-market midwest regional! The F. & M. Schaefer Brewing Co. has snapped up multiple markets! The Columbia Broadcasting System for New York City! Triangle, Westinghouse, Storer, Transcontinental, Meredith and other station groups! KTTV in L.A. and other stations!

*Don't wait! Choice markets still available right now! Write, wire or phone collect Michael M. Sillerman, Exec. V. P., TPA, today for yours.*

**TELEVISION PROGRAMS OF AMERICA, INC.**  
488 Madison Avenue • N. Y. 22 • PLaza 5-2100

# TPA

# 'Advertising Age' Presents Marketing Profiles of the 100 Largest National Advertisers

Entire contents Copyright 1958 by Advertising Publications Inc. Reproduction without permission prohibited.

## Aluminum Co. of America

Aluminum Co. of America, Pittsburgh, the 73rd largest advertiser, spent about \$10,000,000 in advertising, sales promotion, literature, exhibits and motion pictures during 1957, including \$6,005,088 in measured media. This compares with an estimated total of \$8,000,000 spent by Alcoa in 1956, including \$5,204,077 in measured media.

Alcoa produced 712,000 tons of primary aluminum in 1957, compared with 756,000 tons in 1956. Gross revenues were \$875,461,218, slightly higher than the \$869,785,315 grossed in 1956. Net income was \$75,568,461 in 1957, compared with \$89,621,033 in 1956.

In 1957, Alcoa's sales and earnings were affected by the general business downturn. Although gross revenues showed no substantial change, net income decreased. "The results are attributed partly to a changed pattern of bookings, as between the various aluminum products, and partly to rising costs not entirely offset by price increases obtained during the year," the company says in its annual report.

Because of the business downturn, the company has delayed some parts of the \$600,000,000 expansion program it had announced in 1956.

The company has continued to develop new uses for aluminum to keep its dominance in the market. Most recently it has developed a line of aluminum highway signs using heavy gage sheet welded to extruded shapes. The new signs make possible wide panels having a minimum of seams, the company says.

Another example of the company's efforts to push the use of aluminum was its major promotion in 1957 of the Alcoa Care-Free Home. Each home used 9,000 lbs. of aluminum in a wide variety of applications as compared with less than 100 lbs. in the average new home today. Twenty-four of these homes were built in strategic locations throughout the country and featured aluminum residential building products by 1,000 Alcoa users.

Another consumer promotion by Alcoa pushing products of manufacturers who use its aluminum was the Christmas promotion entitled "Star Light, Star Bright—Gifts of Alcoa Aluminum." Another was Playday, U.S.A., designed to increase sales of aluminum sporting goods and leisure time equipment.

Both of these promotions used magazines, point of sale material, newspapers and "Alcoa Theater," a new tv show for Alcoa on NBC which started Oct. 7, 1957, after the Sunday night "Alcoa Hour" was dropped on Sept. 22. The new show, an adventure-comedy-romance half-hour film series, was launched by Alcoa to expand its use of local and regional advertising media while continuing nighttime tv programming.

Alcoa Wrap, the company's

A veritable mountain of marketing information about the 100 leading national advertisers is presented once again by Advertising Age. Beginning on this page is a series of marketing profiles on the 100 leaders, arranged alphabetically. The profile of each company includes its total 1957 advertising investment, sales and earnings, comparisons with 1956 and earlier figures to indicate trends, market standing of the company's major products or product lines, listings of the company's agencies and their personnel working on the account, listing of sales and advertising personnel within the company—and much more. It all adds up to a unique and valuable guide and reference source.

This is the third consecutive year in which this feature has been published. For the editorial staff which labored for months in preparing it, the old saw that practice makes perfect is well applied—the material is more detailed and more complete than ever. There has been time to submit most of the profiles to the companies covered, so as to provide an opportunity for them to correct any inaccuracies that might creep in. To the hundreds of people at these companies who helped supply information and check facts, Advertising Age gives a hearty vote of thanks; at the same time taking full responsibility for any figures and information that these companies did not provide.

leading consumer product, was supported by a series of promotions built around aluminum foil inserts, plus strong magazine and television support, to help create increased acceptance for Alcoa Wrap in consumer markets.

1957 also marked the second year of Alcoa's corporate advertising and promotional program geared to the theme "Forecast—There is a world of aluminum in the wonderful world of tomorrow." This program aims to stimulate the use of aluminum by designers in all fields. Leading designers have been commissioned by Alcoa to create new applications for the light metal.

Such promotional activity during 1957 helped Alcoa stay on top of the aluminum market, which it has dominated in this country for years in the face of increasing competition. Industry estimates place Alcoa's share of the market at about 43.1% in 1957. Kaiser is second with 27.1%; Reynolds third with 26.5% and Anaconda fourth with 3.3%.

At one time Alcoa held a near monopoly on primary aluminum production in this country. At the end of the last century, the company launched into the aluminum business with a process which broke through aluminum's price barrier. Alcoa, then known as Pittsburgh Reduction Co., was able to produce aluminum at \$2 a pound, considerably lower than the \$6 a pound it had cost to produce the metal up to that time.

Credit for transforming Alcoa from an aluminum producer to an aluminum products fabricator as well goes to Arthur Vining Davis, who resigned as Alcoa's chairman of the board in August, 1957, after having been with the company since its beginnings in 1888. Mr. Davis got Alcoa into the manufacturing end of the business in the early '90s with the production of aluminum kitchen utensils.

Although aluminum grew with the automobile industry, which for a long time was the major user of the metal, today it is the build-

ing industry which is the big user. Next comes the automotive industry, followed by the aircraft, railroad and consumer durable goods industries.

Alcoa also reaches the consumer through Wear-Ever Aluminum Inc., New Kensington, Pa., a wholly owned subsidiary which makes Wear-Ever aluminum cooking utensils, Kensington giftware, Cutco cutlery, Westmorland sterling and other consumer goods.

In September, 1955, Alcoa and Ekco Products Co. formed Ekco-Alcoa Containers Corp. to make and market foil containers. It has a plant in Wheeling, Ill., and serves baking, frozen foods, dairy and other industries.

Over-all advertising expenditure figures below include those of both the parent company and Wear-Ever Aluminum Inc.

### PARENT COMPANY

#### MARKETING PERSONNEL

Ralph V. Davies, vp and general sales manager  
D. Wilnot, vp, product sales and distribution  
R. B. McKee, vp, sales offices and direct selling  
F. J. Close, vp, commercial research and sales development divisions  
Arthur P. Hall, vp in charge of public relations and advertising  
Torrence M. Hunt, advertising manager  
Jay M. Sharp, advertising promotion manager  
D. O. Albrecht, advertising program manager  
R. L. Hoy, motion picture and exhibit manager  
J. J. Maloney, advertising production manager

#### ADVERTISING AGENCIES

Fuller & Smith & Ross, Pittsburgh and New York—"Alcoa Theater" tv show, customer support promotion and special events, Alcoa label promotion, 35 industrial advertising programs—H. M. Redhead, F. B. Duncan, account executives.  
Ketchum, MacLeod & Grove, Pittsburgh  
Alcoa Wrap, household and industrial packaging materials, six industrial advertising programs, corporate advertising—Ed Parrack, Donald Ratchford, account executives.  
Wentzel, Wainwright, Poister & Poore, Chicago—Summer furniture distributor and jobber support program—John Poister, account executive.

### ADVERTISING EXPENDITURES

	1957	1956
Newspaper	\$ 972,623	\$ 534,195
Magazines	2,085,794	1,892,227
Farm Publications	513,296	157,500
Business Publications	589,700	581,000
Network Television	2,976,723	2,285,215
Spot Television	92,950	53,940
Total Measured	6,995,086	5,504,077
Total Unmeasured	3,004,912	2,795,923
Total Expenditure	10,000,000	8,300,000

### WEAR-EVER ALUMINUM CO.

(New Kensington, Pa.)  
MARKETING PERSONNEL  
E. E. Hiles, vp, sales  
M. G. Armentrout, treasurer and advertising director  
W. P. Benghauser, advertising manager  
ADVERTISING AGENCIES  
Fuller & Smith & Ross, Pittsburgh and New York; Ketchum, MacLeod & Grove, Pittsburgh—Westmorland sterling and stainless steel ware.

### ALCOA STEAMSHIP CO.

(New York)  
Paul E. Knapp—Public relations & advertising manager  
ADVERTISING AGENCY  
Fuller & Smith & Ross, Pittsburgh and New York.

### American Chicle Co.

American Chicle Co., Long Island City, N. Y., the 73rd largest national advertiser, invested an estimated \$7,000,000 in advertising in 1957, including \$6,379,466 in measured media. The comparable figure for 1956 was \$6,500,000, including \$3,496,841 in measured media. American has not previously appeared in ADVERTISING AGE's annual list of 100 leading national advertisers.

Net sales for American Chicle in 1957 came to \$62,264,779 as against \$54,138,530 in 1956. Earnings were put at \$6,815,378 as against \$6,034,278 in the previous year. Net income for the first six months of 1956 was \$4,032,268 as compared with \$3,649,294 for the comparable period of 1957.

American Chicle advertises its products Dentyne, Beemans Pepsin, Clorets gum and mints, Chiclets and Roloids. It manufactures Adams clove, black jack, wild cherry and yucatan chewing gums, Sen Sen and Crawford's cough gum in limited quantities, and does little or no advertising on

them. In its advertising concept, Chicle has mostly used hard-selling semi-proprietary copy, stressing such qualities as Dentyne's ability to remove food particles, Chiclets' aid to weight reducing, Rolaid's help to digestion and chlorophyll chewing gum's assistance against bad breath.

Chicle is second to the leading gum manufacturer, Wm. Wrigley Jr. Co., whose annual sales were reported last year at \$90,000,000. With its operating profit margin raised from 21.2% in 1949 to 22.6% in 1957, Chicle is gradually closing the gap on Wrigley, whose operating profit declined from 29.5% to 25.3% last year. Chicle's aggressive semi-proprietary advertising approach, in contrast with Wrigley's advertising accent on pleasant taste, may have been a major factor in the Chicle sales climb.

Thomas Blodgett, now honorary chairman of the board, was brought into the company in 1921 when Chicle sales were sagging. (Chicle had taken over as successor to Thomas Adams' original gum company.) Two of the company's important appointments during the past year were that of president P. L. Becker to chairman of the board and L. E. Pritchard, former vp in charge of merchandising, as his successor.

With the recent completion of a new \$5,000,000 Rockford plant, the Chicago factory can account for another \$20,000,000 in sales.

During recent years Chicle has invested virtually all its advertising money in television; and last year it put nearly \$1,000,000 more into spot tv than into network. Chicle's breakdown of its \$3,726,800 spot expenditure runs as fol-

### Where AA Got Its Data

The data on "measured media expenditures" in this report on the nation's 100 leading national advertisers comes from various statistical services and associations. These include the Bureau of Advertising, Publishers' Information Bureau, American Newspaper Publishers Assn., Farm Publication Reports, Outdoor Advertising Inc. and Associated Business Publications. All estimated expenditures are ADVERTISING AGE estimates.

Adams clove gum got a \$64,790 push; Beemans gum, \$599,210; Certs, \$138,230; Chiclets, \$268,430; Clorets, \$704,520; Dentyne, \$689,250; Roloids, \$1,262,370.

Its major 1957 tv network investments were for ABC-TV's "Adventures of Jim Bowie"; "Sugar Foot" and "Ozark Music Jubilee." Chicle's total newspaper advertising investment was \$35,299.

The 1956 advertising expenditures listed for network and spot tv in the table below are smaller than those listed by the company. This probably is because the figures below do not include talent and production costs and the company's figures do. In the table, tal-



The division works closely with manufacturers in promoting Melmac. In 1957, it spent about \$500,000 advertising Melmac in magazines. Annual sales of melamine dinnerware went from \$10,000,000 in 1950 to \$64,000,000 in 1956.

Cyanamid has become more public relations conscious. It maintains a large public relations staff and in 1957 it opened an exhibit center for the display of Cyanamid products in the RCA building in New York.

Dr. Wilbur G. Malcolm, formerly vp for marketing, was elected president and chief executive officer in 1957. He is a bacteriologist who came up from the Lederle ranks.

Cyanamid now uses nine advertising agencies. In 1957, Ben Sackheim Inc. was named to handle the new Creslan fiber, and Burdick, Becker & Fitzsimmons (now Burdick & Becker), a new ethical drug agency, was given two new Lederle products—Pathibamate and Aristocort.

Table with columns: ADVERTISING EXPENDITURES, 1957, 1956. Rows include Newspapers, Magazines, Spot Television, Farm Publications, Business Papers, Network Television, Total Measured, Total Unmeasured, Estimated Total Expenditure.

LEDERLE LABORATORIES
MARKETING PERSONNEL
Sales: H. W. McNey, director of sales; G. W. Nixon, manager of sales promotion; Advertising: A. J. Daly, manager of advertising.

ADVERTISING AGENCIES
Erwin Wasey, Ruthrauff & Ryan, New York—James B. Briggs, account supervisor; John F. Hogan, account executive.
Burdick & Becker, New York—Dean L. Burdick, account executive (Pathibamate and Aristocort).
Foreign Advertising & Service Bureau, New York—International—Joseph Palmer.

ORGANIC CHEMICALS DIVISION
MARKETING PERSONNEL
Hugh Puckett, director of sales; G. B. Meynell, manager of advertising.

ADVERTISING AGENCIES
Ben Sackheim Inc., New York—dye-stuffs and textile chemicals—George Pampel, account executive.
Hazard Advertising Co., New York—dyes, explosives and chemicals—Donald Forsman, account supervisor; William Punton, account executive (dyes and chemicals); Andrew Piper, account executive (explosives).
James J. McMahon Inc., New York—mining chemicals—V. Rogers, account executive.

PIGMENTS DIVISION
MARKETING PERSONNEL
Sales: L. Sklarz, general sales manager; Advertising: G. B. Meynell, advertising manager.

ADVERTISING AGENCY
Hazard Advertising—all products, Donald Forsman, account supervisor; Grover Logan, account executive.

AGRICULTURAL DIVISION
MARKETING PERSONNEL
Sales: B. F. Bowman, marketing director; J. C. Bennett, sales manager; E. H. Smythe, manager of merchandising; F. H. Cappy, advertising manager; S. B. Bromley, sales promotion manager.

ADVERTISING AGENCIES
Cunningham & Walsh, New York—Earl C. Edgar, animal health products; Henry C. Carleton, animal feed products; Peter J. Hahn, fertilizers, insecticides, fungicides and herbicides.
Will Grant Advertising Agency, Los Angeles—West Coast placement of Malathion advertising.

PLASTICS & RESINS DIVISION
MARKETING PERSONNEL
Sales: E. K. Hunt, sales manager; R. G. Head, marketing manager; Advertising: T. M. Wennergren, advertising manager.

ADVERTISING AGENCY
Hazard Advertising—all products, Fred Cowan, account executive.

Total Ad Expenditures of 100 Leaders, Ranked Alphabetically

Covering 1957 and 1956 Expenditures in Both Measured and Unmeasured Media

Copyright, 1958, by Advertising Age. Quotation or reproduction in whole or in part without written permission is expressly prohibited.

Main table with columns: Rank, Advertiser, Estimated Total Expenditures (1957, 1956). Lists 100 companies including Aluminum Co. of America, American Chicle Co., American Cyanamid Co., etc.

SURGICAL PRODUCTS DIVISION
MARKETING PERSONNEL
Sales: C. T. Riell, director of sales; Advertising: J. P. Omalyev, advertising manager.

ADVERTISING AGENCY
Erwin Wasey, Ruthrauff & Ryan, New York—John F. Hogan, account supervisor.

FORMICA CORP.
MARKETING PERSONNEL
Sales: F. C. Walter, general sales manager; Advertising: E. A. More, advertising manager.

ADVERTISING AGENCY
Perry Brown Associates, Cincinnati—all products—Sprague Mullikin, account executive; Theodore Brown, account supervisor.

FIBERS DIVISION
MARKETING PERSONNEL
Sales: W. L. Lyall Jr., general sales manager; Charles D. Reich, manager of sales and merchandising to the woven goods field; George P. Vesico, manager of sales and merchandising to the knit goods field; William G. Fash, manager of sales and merchandising to the home furnishings field.

ADVERTISING AGENCY
Ben Sackheim Inc., New York—Creslan—George Pampel, account executive.

FINE CHEMICALS DEPARTMENT
MARKETING PERSONNEL
T. L. Floyd-Jones, general sales manager; Advertising Agency: Erwin Wasey, Ruthrauff & Ryan Inc., New York—John F. Hogan, account executive.

ADVERTISING AGENCY
Erwin Wasey, Ruthrauff & Ryan Inc., New York—John F. Hogan, account executive.

INDUSTRIAL CHEMICALS DIVISION
MARKETING PERSONNEL
Sales: H. E. Nehms, general sales manager; J. D. Lowery, department manager, heavy chemicals; H. C. Milton, department manager, manufacturers chemicals; J. M. Walsh, department manager, paper chemicals; J. F. Allen, department manager, refinery chemicals.

ADVERTISING AGENCY
Hazard Advertising, New York—all products—Fred Cowan, account supervisor; William Mordwin, account executive.

American Home Products Corp.
American Home Products Corp., New York, was the nation's 10th largest advertiser in 1957, with a total expenditure estimated at \$36,000,000, of which \$28,574,083 was in measured media. The previous year's expenditure was estimated at \$29,000,000, of which

\$22,523,814 was in measured media. Expenditures in 1958 should run ahead of 1957, the company indicated. Net sales for American in 1957 came to \$347,249,000 as against \$295,483,000 in 1956. Earnings were put at \$38,618,000, as compared with \$31,250,000 in the previous year. Among American's divisions, total sales were divided as follows: ethical drugs 47%; packaged drugs and cosmetics 18%; foods 18%; household products 17%.

Whitehall Pharmacal Co., which puts out packaged drugs and cosmetics; American Home Foods, which markets food items; and an ethical division which includes four ethical drug houses. Of the 450 products manufactured, none were reported losing money, while most make a reasonable profit, and about a dozen were said to be extremely profitable. Anacin accounts for some \$30,000,000 in sales per year with an approximate \$11,000,000 annual net profit. American Home's ethical division last year was responsible for approximately 68% of the company's profits. In its first year of sales—1956—Wyeth Laboratories' Sparine accounted for an estimated \$6,000,000 volume out of Wyeth's total sales of \$110,000,000. Sparine accounted for an estimated \$6,000,000 volume out of Wyeth's total sales of \$110,000,000. Wyeth's tranquilizers accounted for about 25% of all U. S. tranquilizer sales and about \$40,000,000 of American Home's domestic sales.

American Home Products claims the largest line of drugs, household items and foods of any U.S. company. Its products total about 450, including such staples as Aero Shave, Old English paste wax, Aerowax, Wizard charcoal lighter, Griffin All-Wite, Kwik-Lite lighter fluid, Sani-Flush, Easy-Off oven cleaner, Autobrite silicone car polish, 3-in-One oil, Plastic Wood, Wizard Pink wick deodorizer, Black Flag insect bomb, Chef Boy-Ar-Dee ravioli with beef in sauce, Burnett's vanilla, Anacin, BiSoDol, Kolynos toothpaste, Petro-Syllium and Equanil. American Home has four divisions: Boyle-Midway Inc., which includes all household products;

The ethical drug division's new products during the past year included the antihistaminic agent, Theruhistin, used extensively for control of the early sniffles of the common cold. It was also available as Theruhistin S. A., a three-layer tablet. In the packaged drug and cosmetic division, Preparation

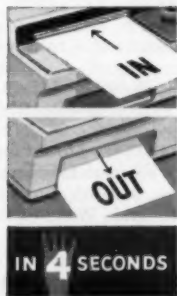




**"makes copies in  
4 seconds"**



## The "Thermo-Fax" Copying Machine ...if it's speed you need...try this!



Here's the quickest way to make a copy. And the cleanest, easiest way, too. No more waiting for letters, memos, layouts, schedules, invoices, copy, reports or orders to be retyped or photostated. The All-Electric, dry process "Thermo-Fax" Copying Machine makes copies of the business facts you need in just 4 seconds.

You just take your written, typed, printed

or drawn original, put it through the machine with a sheet of copy paper. In less time than it takes to say, "this machine uses no chemicals or negatives", there's your copy made by electricity alone. Cost per copy is as little as 5¢. No other copy method is so simple... so fast... so economical.

Listed below are several ways in which your department can use this time-saving copy

maker. Your nearby dealer can show you even more. Call him. (He's in the Yellow Pages). Or send the coupon and we'll send you the facts.



### See how 4-second copies can save time and money for you

**MEDIA** men copy work schedules for faster distribution to account team. Or schedule changes can be noted on original and new copies sent directly to all who need them. 4-second copies of orders, incoming letters and memos save time and money.

**RESEARCH** departments make 4-second copies of hard-to-find data and eliminate high photostat bills. Extra copies of research or market reports are easy to make, too... no lost time for retyping and proofreading. Just speed and accuracy where you need it most.

**EXECUTIVES** copy important letters from clients and speed circulation of needed information. Many letters can be answered by a time-saving note in the margin. You just jot the note, copy it in 4 seconds, and return the copy to the sender. No dictation; no time lost.

**ART AND PRODUCTION** people make 4-second copies to cut stat bills. Copies serve as low cost records. Dry copies of layouts can go to several suppliers simultaneously to speed job estimating. And dry copies of layouts speed typesetting jobs by eliminating overlays.

**TV-RADIO** commercials can be copied faster than ever. Dry copies of TV storyboards let everybody at the client meeting have a copy in his hands. Scripts with last minute changes can be recopied and the old ones thrown out. No chance for errors in transcription.

MINNESOTA MINING & MANUFACTURING CO.  
DEPT. KV-8258, ST. PAUL 6, MINNESOTA

Send me the facts on the time-saving THERMO-FAX "Secretary" Copying Machine.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

MINNESOTA MINING AND MANUFACTURING COMPANY... where RESEARCH is the key to tomorrow

## ADVERTISING EXPENDITURES

	1957
Newspapers	\$ 42,588
Magazines	341,510
Farm Publications	43,900
Network Television	1,008,588*
Spot Television	9,640
Total	486,938

\*Expenditure shared with Hudson and Nash (see automotive division).

## American Telephone & Telegraph Co.

American Telephone & Telegraph Co., New York, the 21st largest national advertiser, invested an estimated \$25,000,000 in advertising during 1957, of which \$20,919,489 was in measured media. In 1956, AT&T and its affiliates spent \$20,645,957 in advertising, including \$17,645,957 in measured media.

Consolidated net sales during 1957 reached \$6,313,833,000, an increase of almost \$500,000,000 over 1956 sales of \$5,825,297,000. Net profits were also up, with consolidated 1957 net income at \$82.1-

779,296, compared with \$755,933,854 the preceding year. AT&T's sales and profit outlook for 1958, however, was not so bright. The company anticipated a "slowdown" in annual growth for the Bell System, which includes AT&T and its principal telephone subsidiaries.

The long-term and yearly outlook, however, is "good," with growth still expected to be "very large." The company attributes the predicted '58 slowdown to the general business recession in the U.S., but its confidence in the future is reflected in plans for a \$2.2 billion outlay to cover new company construction in 1958. This compares with a record \$2.5 billion construction outlay during 1957.

■ AT&T is the biggest corporate entity in the world. It has 20 subsidiaries and affiliates which, combined, dominate the U.S. telephone industry. As the world's largest public utility, AT&T in-

cludes the principal telephone operating companies in the U.S.; Bell Telephone Laboratories, the major research arm of the company; a nationwide long distance lines system; and the nation's leading maker of telephone equipment, Western Electric Co.

Western Electric Co. in 1957 produced and purchased more equipment for the Bell System than ever before. Sales of the division were \$2,480,614,000 compared with \$2,372,726,000 in 1956. Sales to Bell companies were \$1.8 billion, as against \$1.6 billion for 1956. Most of the remainder of sales reported by Western Electric Co. during the year were to the U.S. government for national defense. Net earnings of the division in 1957 were \$84,608,000, compared with \$81,033,554 the previous year.

■ Among the major military projects handled by the division in 1957 was the completion of the DEW line, a distant early warning

system for the U.S. Air Force. Major manufacturing developments of Western Electric Co. in 1957 were a more economical process for making quartz for use in electronic gear; a combination stranding and cabling machine for wiring and switchboard uses; and new techniques and facilities for telephone manufacturing.

The Sandia Corp., a subsidiary of Western Electric, continues to manage the Atomic Energy Commission's Sandia Laboratory, which develops, designs and tests atomic weapons.

■ AT&T's principal research division, Bell Laboratories, is one of the largest research organizations in U.S. industry. In addition to development and research projects for government defense, Bell Laboratories last year developed these principal consumer products for use in the Bell System: (1) a "drive-up" coin telephone which can be used without getting out of an automobile, (2) a four-color bedroom telephone with a dial light to make dialing in darkness easier, and (3) a "message-waiting" light for use in hotels. (A lighted bulb on the telephone means a message is waiting for the phone user.)

Other Bell Laboratory developments being tested are a pocket radio signaling device (a buzz tells the carrier that he must phone in to headquarters) and a telephone service for use by air travelers.

Since 1950, the number of telephones in the Bell System has increased from 35,000,000 to 53,000,000, representing about 82% of all telephones in the U.S. The company spent about \$2.5 billion in 1957 for new phones, stations, interconnections and dialing equipment.

■ During the year, Bell System companies installed 2,815,000 new telephones, including 1,000,000 more instruments for the home. Estimated new units added during the first six months of this year was about 950,000, a decline from 1,400,000 instruments installed during the like period in 1957.

Communication services offered by AT&T and its affiliates include teletypewriter exchange service; mobile radio telephone service; services and facilities for private line telephone and teletypewriter use; and facilities for transmission of radio and television programs, a service which was extended to 510 stations in 350 cities last year—an increase of 80 stations and 60 cities for the year.

■ Bell System's principal consumer service, however, is its nationwide network of telephone toll lines. During 1957 the company doubled its long distance dialing facilities and extended its "DDD" service—direct distance dialing. By last January, 5,000,000 customers in 518 exchanges were reported using the direct dialing system.

In October, 1957, AT&T's new \$37,000,000 telephone cable between the U.S. and Hawaii was opened for service. Since then the company reported that conversations between the two points have increased by 30%. AT&T also reported that the first cable across the Atlantic, opened in 1956, is now so heavily loaded that work has already begun on a second cable, expected to be ready in 1959.

■ Advertising spending by AT&T and its affiliates was up an estimated \$4,354,043 in 1957. In March, the Bell System launched its Yellow Pages emblem campaign with a closed-circuit tv "spectacular" to 13,000 advertising, sales and telephone personnel across the country. Ads boosting Yellow Pages—a prime source of revenue for AT&T telephone sub-

sidaries—also appeared in consumer and trade publications across the nation as well as in newspapers and over spot radio and tv.

During 1957, AT&T was in network television with "Telephone Time," a half-hour dramatic series which the company switched in early April from CBS-TV to ABC-TV. Also scheduled under the \$3,277,929 network tv appropriation was the hour-long AT&T science series, which during the year included "The Strange Case of the Cosmic Rays." In network radio, the company continued its longtime sponsorship of "Telephone Hour" over NBC Radio. For 1958, however, the company has cut its network tv-radio budget sharply, chopping the science series, "Telephone Time," and the 17-year-old "Telephone Hour." Plans for the 1958-59 season now include eight hour-long spectaculars, four musicals and four science programs in color.

The company's \$4,444,880 newspaper budget, except for \$112,286 in institutional advertising and \$5,067 spent for Western Electric, was spent by the affiliated AT&T telephone companies.

■ Principal spenders for newspaper advertising during the year were as follows:

New York Telephone Co., \$734,943; New England Telephone & Telegraph Co., \$116,029; New Jersey Bell Telephone Co., \$230,699; Southern New England Telephone Co., \$146,288; Bell Telephone Co. of Pennsylvania, \$282,569; Chesapeake & Potomac Telephone Co. (combined), \$259,236; Southern Bell Telephone Co., \$449,100; Ohio Bell Telephone Co., \$226,610; Cincinnati & Suburban Telephone Co., \$105,886; Michigan Bell Telephone Co., \$233,319; Indiana Bell Telephone Co., \$81,197; Wisconsin Telephone Co., \$83,400; Illinois Bell Telephone Co., \$225,050; Northwestern Bell Telephone Co., \$231,203; Southwestern Bell Telephone Co., \$375,538; Mountain States Telephone & Telegraph Co., \$82,243; and Pacific Telephone & Telegraph Co., \$570,097.

■ Similarly, AT&T's affiliates accounted for the major share of 1957's \$4,088,300 appropriation for spot tv. The breakdown: AT&T, \$63,400; New England, \$134,570; Southern New England, \$39,570; New York, \$405,540; Southwestern, \$140,370; Pennsylvania, \$367,150; Chesapeake & Potomac, \$362,450; Southern, \$493,040; Ohio, \$153,170; Michigan, \$182,610; Illinois, \$60,470; Indiana, \$76,330; Wisconsin, \$29,800; Northwestern, \$223,140; Mountain States, \$97,310; and Pacific, \$1,158,090.

Of \$679,935 spent in outdoor advertising during 1957, the following affiliates accounted for the major share: Southern, \$136,536; Southwestern, \$115,670; Pacific, \$108,388; Pennsylvania, \$81,770; New Jersey, \$51,353; Mountain States, \$30,435; New England, \$29,800; New York, \$49,360; Northwestern, \$37,374; and Wisconsin, \$39,249.

■ AT&T's increased spending in 1957 was reflected in every major media category. Network television spending was up nearly \$1,000,000, from \$2,285,036 in 1956 to \$3,277,929 in 1957. Spot television spending was up \$287,310, from \$3,800,990 in 1956 to \$4,088,300 in 1957. Moderate increases were chalked up for business publications and outdoor advertising. Unmeasured media figures, as estimated by ADVERTISING AGE, include costs in 1957 of television talent and production and heavy in-store display and promotion campaigns by AT&T and affiliates during the year.

In 1957, AT&T continued its longtime agency relationships.



We  
aren't  
completely  
mechanized  
yet...

There are still almost 500 people working at Lemarge. The machines haven't quite taken over.

In spite of our fast, modern, unique machinery, we have found no real substitute for human brainpower.

As a result, Lemarge is one of the largest peopled mailing services, as well as one of the largest mechanized mailing services, in the midwest.

Lemarge mass mail machinery can cut, fold, insert, address and mail over a million messages daily.

And combined with this potential is the creativity and know-how of direct mail experts to give you inventive, original direct mail advertising that hits with impact, rebounds with sales.

If you are an advertising executive, if you are concerned with SALES of a product, service or idea, you should know more of what Lemarge can do for you. A note on your letterhead will bring you our latest booklet: *Lemarge Mass Mail hits 'em where they live.* There's no obligation, of course.

**LEMARGE** MAILING SERVICE COMPANY

417 SOUTH JEFFERSON STREET, CHICAGO 7, ILLINOIS

# This is the McGraw-Hill

## '59 PLAN

### for U. S. Growth and Profits

During the next three months, each of the 34 McGraw-Hill publications will feature a "theme issue." This coordinated effort—called Plan '59—will document what needs to be done *now* to assure success in the 1960s for:

- Individual companies in the areas these publications serve
- The business community as a whole
- The nation, in its fateful economic competition with the Soviet Union, a challenge the U. S. State Department has characterized as "the most dangerous of all" confronting us.

In the issues shown, each publication will highlight the modernization trends and opportunities in the fields it serves. Special articles, surveys, reports and case studies will be devoted to *what* American industry can do—and *how*—to gear up for sustained new growth and profits through modernization.

#### American Machinist

October 20  
Metalworking

#### Aviation Week including Space Technology

October 20  
Aviation

#### Business Week

September 27  
Business Management

#### Chemical Engineering

November 3  
Chemical Process Industries

#### Chemical Week

October 11  
Chemical Process Industries

#### Coal Age

October  
Coal Mining

#### Construction Methods & Equipment

October  
Construction

#### Control Engineering

November  
Instrumentation & Control

#### Electrical Construction & Maintenance

November  
Electrical Construction & Maintenance

#### Electrical Merchandising

November  
Appliance-Radio-TV

#### Electrical West

October  
Electrical Power Industry

#### Electrical Wholesaling

November  
Electrical Apparatus & Supplies

#### Electrical World

October 6  
Electric Utilities, Industrial Power Systems  
Electric Power Consulting Engineering

#### Electronics

October 24  
Electronics

#### Engineering & Mining Journal

November  
Metal & Nonmetallic Mining

#### Engineering News-Record

November 6  
Construction

#### Factory Management & Maintenance

November  
Plant Operating Management

#### Fleet Owner

November  
Truck & Bus Fleets

#### Food Engineering

October  
Food Manufacturing Management

#### Industrial Distribution

November  
Distribution—Industrial

#### National Petroleum News

October  
Oil Marketing Management

#### Nucleonics

October  
Atomic Energy

#### Petroleum Week

November 7  
Entire Petroleum Industry

#### Power

October  
Industrial Power & Plant Services  
Electrical Utilities

#### Product Engineering

October 6 and October 13  
Design Engineering & Product  
Development

#### Purchasing Week

October 6  
Purchasing—Industrial & Business

#### Textile World

October 10  
Textiles

#### OVERSEAS PUBLICATIONS:

#### International Management Digest

November  
(Latin America & Overseas Editions)

#### The American Automobile

October

#### El Automovil Americano

October

#### Ingenieria Internacional Industria

November

#### Ingenieria Internacional Construccion

November

Should you desire additional information concerning any aspects of Plan '59, your nearest McGraw-Hill office will be glad to assist you.

ATLANTA 3, GA.  
Rhodes-Haverty Building  
Jackson 3-6951

BOSTON 16, MASS.  
Park Square Building  
Hubbard 2-7160

CHICAGO 11, ILL.  
McGraw-Hill Building  
MOhawk 4-5800

CLEVELAND 13, OHIO  
1164 Illuminating Building  
SUPERior 1-7000

DALLAS 1, TEXAS  
Vaughn Building  
Riverside 7-5117

DENVER 2, COL.  
Mile High Center  
ALpine 5-2981

DETROIT 26, MICH.  
Penobscot Building  
WOODward 2-1793

HOUSTON 25, TEXAS  
Prudential Building  
JACKson 6-1281

LOS ANGELES 17, CAL.  
1125 West 6th Street  
Madison 6-9351

NEW YORK 36, N. Y.  
500 Fifth Avenue  
OXford 5-5959

PHILADELPHIA 3, PA.  
6 Penn Center Plaza  
LOcust 8-4330

PITTSBURGH 22, PA.  
Oliver Building  
ATLantic 1-4705

SAN FRANCISCO 4, CAL.  
68 Post Street  
DOuglas 2-4600

ST. LOUIS 8, MO.  
Continental Building  
JEfferson 5-4867

TULSA 19, OKLA.  
Enterprise Building  
GIBson 7-7767

LONDON, E. C. 4, ENGLAND  
95 Farringdon Street  
Central 0911



## McGraw-Hill

Publications

330 West 42nd Street, New York 36, N. Y.



N. W. Ayer & Son, New York, has handled all advertising except yellow pages for the utility giant since 1908. Classified advertising has been a Cunningham & Walsh, New York, account for some 25 years.

#### ADVERTISING EXPENDITURES

	1957	1956
Newspapers	\$ 4,444,800	\$ 2,938,614
Magazines	7,455,621	6,319,467
Farm Publications	462,624	411,126
Business Publications	510,300	493,500
Network Television	3,577,929	2,285,836
Spot Television	4,888,300	3,800,300
Outdoor	679,935	515,496
Total Measured	20,919,489	17,645,937
Total Unmeasured	4,000,561	3,800,000
Estimated Total Expenditure	25,000,000	20,645,937

#### AMERICAN TELEPHONE & TELEGRAPH CO. New York

##### MARKETING PERSONNEL

James W. Cook, vp in charge of merchandising

##### Sales

S. F. Damkroger, assistant vp  
W. H. Riggs, sales engineer  
J. H. Page, marketing engineer

##### Advertising

S. B. Cousins, vp  
J. V. Ryan, assistant vp, in charge of advertising  
Will Whitmore, advertising manager, sales promotion  
W. E. Haesche Jr., advertising manager, radio and television

##### ADVERTISING AGENCIES

N. W. Ayer & Son, New York—all advertising except classified directory—Vance Babb, account supervisor; Robert Zabel and Henry Baker, account executives; Jerry Jordan Jr., account executive, television.  
Cunningham & Walsh, New York—classified directory—J. J. Cowan, account supervisor; Earl Shultz, account executive.

#### NEW ENGLAND TELEPHONE & TELEGRAPH CO. Boston

##### MARKETING PERSONNEL

T. M. Hennessey, vp, public relations  
R. W. Stokes, general information manager in charge of advertising  
W. B. Blake, advertising manager

##### ADVERTISING AGENCIES

Harold Cabot & Co., Boston—all services—Edward Chase, account executive.

#### SOUTHERN NEW ENGLAND TELEPHONE CO. New Haven

##### MARKETING PERSONNEL

W. W. Wren, vp, public relations  
R. A. Loring, assistant vp, public relations, in charge of advertising  
H. M. Bossa, public information manager, advertising

##### ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, Boston—all services—George F. Cozzens, account executive.

#### WISCONSIN TELEPHONE CO. Milwaukee

##### MARKETING PERSONNEL

J. H. Paige, vp, public relations, merchandising  
K. R. Boyer, assistant vp, in charge of advertising  
E. R. Hanauer, advertising manager

##### ADVERTISING AGENCY

Cramer-Krasselt Co., Milwaukee—all products.

#### ILLINOIS BELL TELEPHONE CO. Chicago

##### MARKETING PERSONNEL

Hale Nelson, vp, public relations  
W. R. Scargie, advertising manager  
ADVERTISING AGENCY  
N. W. Ayer & Son, Chicago—all services—L. R. Hawley, account executive.

#### NORTHWESTERN BELL TELEPHONE CO. Omaha

##### MARKETING PERSONNEL

Glenn Allen, vp, public relations.  
H. L. Frentress, assistant vp, advertising  
W. J. Sweeney, advertising manager

##### ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Minneapolis—all services.

#### SOUTHWESTERN BELL TELEPHONE CO. St. Louis

##### MARKETING PERSONNEL

Douglas Williams, vp, public relations  
S. R. Trottmann Jr., customer relations manager, advertising

##### ADVERTISING AGENCY

Gardner Advertising Co., St. Louis—all services—J. H. Leach, account executive.

#### MOUNTAIN STATES TELEPHONE & TELEGRAPH CO. Denver

##### MARKETING PERSONNEL

Andrew Horan, vp, public relations  
H. C. Martin, assistant vp, advertising  
S. J. Boulier, general advertising manager

##### ADVERTISING AGENCY

Rippey, Henderson, Bucknam & Co., Denver—all services.

#### PACIFIC TELEPHONE & TELEGRAPH CO. San Francisco

##### MARKETING PERSONNEL

R. J. Hadden, vp, public relations  
H. L. Bright, assistant vp, advertising  
D. A. Davis, general advertising manager  
Earl Hannum, general information manager, Seattle, advertising in Washington-Idaho area

##### ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, San Francisco—all areas of company except Washington-Idaho area.  
Cole & Weber, Seattle—Washington-Idaho area.

#### NEW YORK TELEPHONE CO. New York

##### MARKETING PERSONNEL

Kennerly Woody, vp, public relations  
P. F. Carl Jr., assistant vp in charge of advertising  
E. L. Monser, advertising manager

##### ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—all services—R. H. Schmelzer, account executive.

#### NEW JERSEY BELL TELEPHONE CO. Newark

##### MARKETING PERSONNEL

J. B. McCullen, vp, public relations  
J. H. Connolly, assistant vp, in charge of advertising  
J. A. Howland, general advertising manager

##### ADVERTISING AGENCIES

Reach, McClinton & Co. Inc., Newark—all services—D. R. Mayer, account executive.

#### BELL TELEPHONE CO. OF PENNSYLVANIA (Philadelphia, operational responsibility for Bell Telephone Co., Phila.)

##### MARKETING PERSONNEL

H. T. Inman, vp, public relations  
George Ireland, vp, merchandising  
J. D. Johnson, assistant vp in charge of merchandising advertising  
M. B. Christy Jr., public relations manager, advertising  
E. A. Skinner, general merchandising supervisor, advertising

##### ADVERTISING AGENCY

Gray & Rogers, Philadelphia—all services—for Bell Telephone Co. of Pennsylvania and Diamond State Telephone Co., Phila.—J. B. Gray and E. H. Rogers, account executives.

#### CHESAPEAKE & POTOMAC TELEPHONE CO. OF WASHINGTON Washington, D.C.

##### MARKETING PERSONNEL

H. D. Fangbner, assistant vp  
R. E. Graham, general public relations supervisor, advertising

##### ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services—A. B. Wheeler, account executive.

#### CHESAPEAKE & POTOMAC TELEPHONE CO. OF MARYLAND Baltimore

##### MARKETING PERSONNEL

N. P. Worthington, assistant vp  
J. V. Dyer, general public relations supervisor, advertising.

##### ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services—A. B. Wheeler, account executive.

#### CHESAPEAKE & POTOMAC TELEPHONE CO. OF VIRGINIA Richmond

H. D. Wilkins, assistant vp  
H. H. Moore, general public relations supervisor, advertising

##### ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services—A. B. Wheeler, account executive.

#### CHESAPEAKE & POTOMAC TELEPHONE CO. OF WEST VIRGINIA Charleston

##### MARKETING PERSONNEL

F. K. Woods, assistant vp

Eight  
pages of  
up-to-date  
market  
data  
for your  
TOLEDO  
FILE

Pull out and save —  
it's handy file size!



THE TOLEDO MARKET

— at a glance

**TOLEDO BLADE** *Daily and Sunday*



## Natural western terminus of the St. Lawrence seaway

Today Toledo is the world's leading coal port. It handles nearly half the total coal tonnage of all Great Lakes ports combined. During 1957, more than five thousand freighters, carrying varied cargo, visited the Port of Toledo.

The St. Lawrence Seaway will be completed in 1959. As its natural western terminus, Toledo is certain to become an even greater transportation and distribution center. Preparations have been underway for the past three years to capitalize on this geographical advantage.

Only four months after the Toledo-Lucas County Port Authority was established, the local citizens *voted upon themselves* a tax levy to provide funds for promoting and developing the port.

With a portion of these funds, the Port Authority has already purchased a large docking facility from the Chesapeake & Ohio Railroad. Construction that will increase its freight handling capacity is now under way.

# Toledo...an industrial community in the center of a rich farm area

Glass capital of the world...largest gasoline refining center between Chicago and the Eastern Seaboard...nation's greatest producer of automotive parts and metal stampings... *this is TOLEDO.*

And, all this industry surrounded by one of the richest, most fertile farm regions of the country!

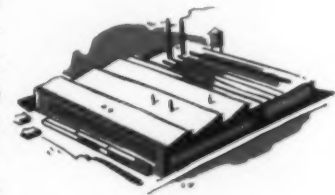


It seems incredible, but it's true that in the Toledo Retail Trading Zone, the average value of farm products sold per farm is 31% above the U.S. average, and 41% above the Ohio average.

When you consider farm values, comparison is even more startling! The average value of buildings and land per farm is 44% above the national average and 39% over the Ohio average.

When one views the Toledo Market from this perspective—a thriving industrial center situated in the midst of a trading area which comprises one of the nation's richest agricultural districts—the reason for the Toledo Market's sustained activity and stability become obvious. Certainly you have a balance between industry and agriculture that is hard to beat.

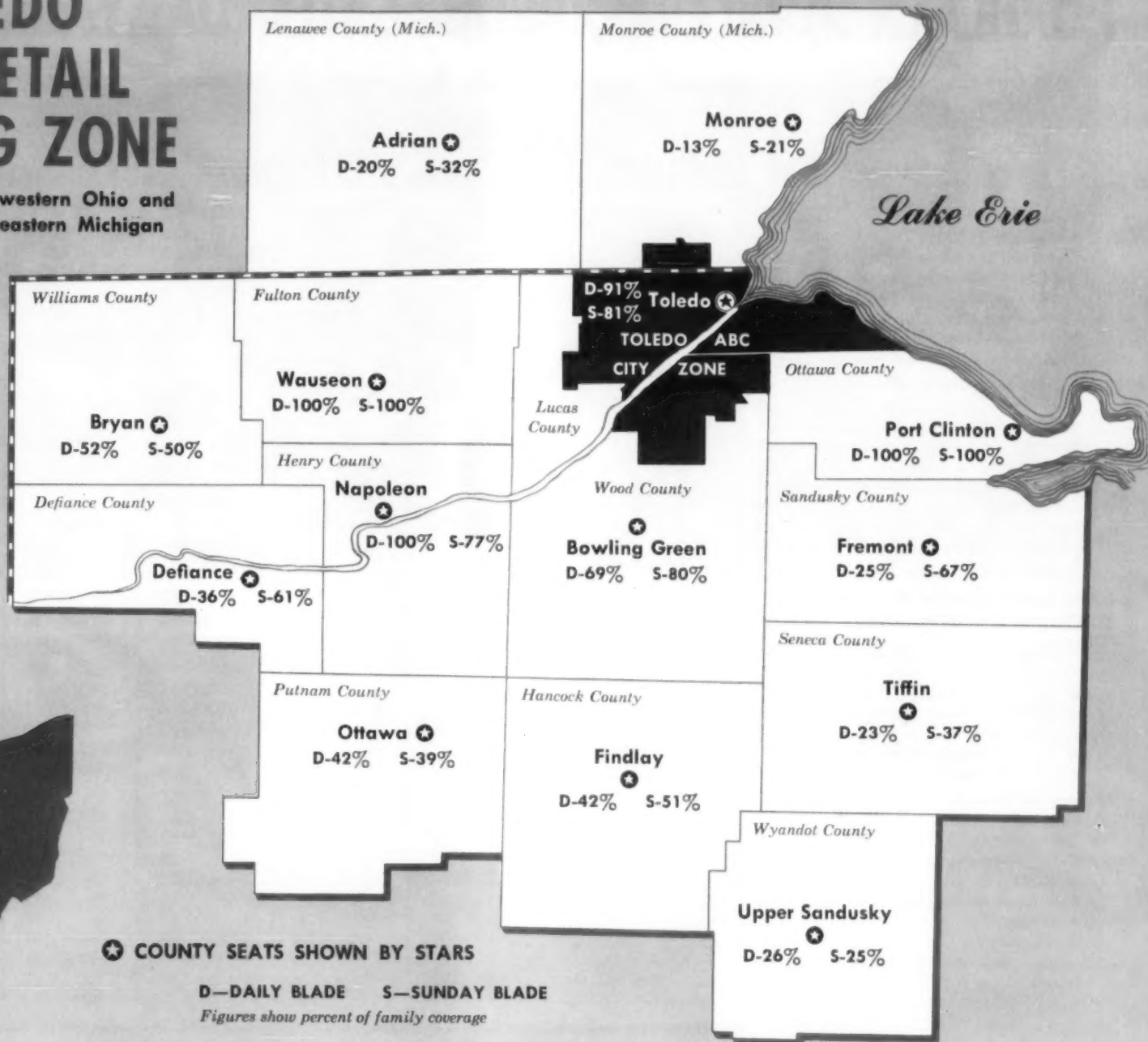
Significantly, no single company or industry dominates the Toledo Market. In Toledo proper, the industrial firms fall into 209 different industrial classifications. Typical of this diversification are such industrial facilities as the world's largest non-ferrous casting plant, the largest flat glass factory under one roof, the largest paint spraying and finishing equipment concern, the largest scale works, the largest spark plug factory and the nation's oldest and largest spice house.



Toledo's Retail Trading Zone contains 1,741 diversified manufacturing firms, of which 831 are located in Greater Toledo.

# TOLEDO ABC RETAIL TRADING ZONE

12 counties of Northwestern Ohio and  
2 counties of Southeastern Michigan



★ COUNTY SEATS SHOWN BY STARS

D—DAILY BLADE S—SUNDAY BLADE

Figures show percent of family coverage

# POPULATION, INCOME, RETAIL SALES, DAILY and SUNDAY B

	TOLEDO STANDARD METROPOLITAN AREA	CORPORATE TOLEDO	Counties				
			DEFIANCE	FULTON	HANCOCK	HENRY	LUCAS
Population .....	468,400	335,500	29,100	28,800	51,100	23,000	468,400
Households .....	142,800	103,000	8,700	8,500	16,600	7,000	142,800
Consumer Spending Units (No.) .....	166,200	122,900	9,800	8,800	17,300	7,200	166,200
Net Effective Buying Income .....	1,059,129,000	780,889,000	48,796,000	43,752,000	85,797,000	35,814,000	1,059,129,000
per capita .....	2,261	2,328	1,677	1,519	1,679	1,557	2,261
per household .....	7,417	7,581	5,609	5,147	5,168	5,116	7,417
Total Retail Sales .....	595,556,000	516,893,000	39,115,000	42,446,000	61,831,000	31,313,000	595,556,000
Retail Sales per Household .....	4,171	5,018	4,496	4,944	3,725	4,473	4,171
<b>Retail Sales by Store Type:</b>							
Food .....	140,902,000	111,459	7,875,000	6,807,000	13,268,000	7,551,000	140,902,000
Eating and Drinking .....	51,988,000	45,285	1,993,000	1,884,000	4,619,000	2,580,000	51,988,000
General Merchandise .....	89,182,000	87,058	3,261,000	1,909,000	4,719,000	4,112,000	89,182,000
Apparel .....	31,920,000	29,966	1,198,000	931,000	3,150,000	758,000	31,920,000
Furniture—Household—Appliances .....	34,126,000	30,492	1,603,000	1,690,000	3,761,000	594,000	34,126,000
Automotive .....	112,834,000	102,361	11,553,000	13,014,000	14,589,000	5,583,000	112,834,000
Gas Stations .....	46,030,000	32,728	2,494,000	3,915,000	4,728,000	2,667,000	46,030,000
Lumber—Building Materials—Hardware .....	28,410,000	22,740	4,175,000	6,289,000	6,057,000	4,397,000	28,410,000
Drugs .....	22,094,000	20,506	795,000	769,000	1,517,000	591,000	22,094,000
DAILY BLADE COVERAGE .....	87.3%	100.0%	20.4%	74.5%	25.6%	64.7%	87.3%
SUNDAY BLADE COVERAGE .....	77.5%	99.8%	31.4%	54.5%	31.1%	42.2%	77.5%
Number of Farms .....	1,824	n.a.	1,776	2,354	2,338	2,072	1,824
Farm Sales .....	13,903,000	n.a.	12,575,000	24,792,000	20,235,000	20,666,000	13,903,000
Motor Vehicle Registrations (No.) .....	191,609	n.a.	15,929	16,455	27,451	13,881	191,609
Gasoline Consumption (Gallons) .....	137,078,710	n.a.	10,541,031	10,622,810	18,167,843	8,943,733	137,078,710
Liquor Sales .....	12,557,250	n.a.	358,995	195,395	535,710	293,778	12,557,250
Number of Wholesale Outlets .....	703	643	38	47	65	45	703
Number of Retail Outlets .....	4,157	3,558	337	369	512	318	4,157
<b>Number of Retail Stores by Type:</b>							
Food .....	824	712	55	61	80	53	824
Eating and Drinking .....	1,013	879	51	48	97	57	1,013
General Merchandise .....	102	85	8	23	24	22	102
Apparel .....	297	274	22	21	27	17	297
Furniture—Household—Appliance .....	255	225	17	20	41	15	255
Automotive .....	179	137	30	37	38	19	179
Gas Stations .....	418	323	44	37	54	47	418
Lumber—Building Materials—Hardware .....	203	146	33	52	51	35	203
Drugs .....	146	137	9	10	11	7	146

SOURCES OF DATA: Sales Management Survey of Buying Power, May 10, 1958—Ohio Department of Liquor Control—Michigan Liquor Control Commission—Audit Bureau



# LADE COVERAGE in TOLEDO and its RETAIL TRADING ZONE

## in Toledo ABC Retail Trading Zone

in Toledo ABC Retail Trading Zone									RETAIL TRADING ZONE TOTALS
OTTAWA	PUTNAM	SANDUSKY	SENECA	WILLIAMS	WOOD	WYANDOT	LENAAWEE (Mich.)	MONROE (Mich.)	
35,100	27,700	55,800	59,400	29,600	68,700	21,800	80,100	93,500	1,072,100
10,600	7,800	18,200	17,500	9,400	19,900	6,500	23,800	26,500	323,800
11,700	8,300	18,500	19,700	10,400	24,700	7,300	26,200	26,900	363,000
66,532,000	40,723,000	95,363,000	96,592,000	48,948,000	119,750,000	33,894,000	131,001,000	148,106,000	2,054,197,000
1,895	1,470	1,709	1,626	1,654	1,743	1,555	1,635	1,584	1,916
6,277	5,221	5,240	5,520	5,207	6,018	5,214	5,504	5,589	6,344
40,744,000	26,669,000	69,442,000	66,545,000	31,760,000	69,329,000	23,897,000	86,811,000	87,351,000	1,272,809,000
3,844	3,419	3,815	3,803	3,379	3,484	3,676	3,648	3,296	3,931
10,046,000	4,941,000	14,696,000	15,704,000	6,983,000	17,420,000	4,953,000	20,116,000	20,280,000	291,542,000
3,742,000	1,855,000	4,582,000	4,478,000	2,409,000	4,763,000	1,576,000	5,658,000	6,289,000	98,416,000
1,689,000	1,381,000	6,712,000	7,084,000	2,407,000	4,818,000	887,000	7,119,000	7,062,000	142,342,000
931,000	621,000	2,917,000	3,093,000	1,307,000	1,218,000	817,000	3,483,000	3,508,000	55,852,000
1,768,000	1,490,000	3,908,000	3,067,000	1,406,000	2,581,000	856,000	3,453,000	4,241,000	64,544,000
11,128,000	6,158,000	15,363,000	13,305,000	8,114,000	20,681,000	5,478,000	21,609,000	21,822,000	281,231,000
3,150,000	2,193,000	5,849,000	4,945,000	2,416,000	6,069,000	1,891,000	8,655,000	10,416,000	105,418,000
4,540,000	4,174,000	6,974,000	8,586,000	4,000,000	6,945,000	4,257,000	10,185,000	7,951,000	106,940,000
676,000	518,000	1,382,000	1,944,000	892,000	1,652,000	682,000	2,541,000	2,239,000	38,292,000
73.3%	17.7%	20.5%	22.9%	38.1%	58.3%	17.4%	12.9%	20.8%	56.4%
59.0%	18.7%	33.2%	31.7%	29.4%	50.8%	15.8%	16.1%	22.1%	52.5%
1,392	2,379	1,953	2,288	1,959	2,766	1,537	3,463	3,289	31,390
8,205,000	20,394,000	15,766,000	17,950,000	13,759,000	28,138,000	14,355,000	27,921,000	21,378,000	260,037,000
18,318	14,650	28,132	28,834	16,514	33,512	11,622	41,223	47,119	505,249
12,605,622	9,059,849	19,193,059	19,391,305	10,620,329	22,543,418	7,827,891	n.a.	n.a.	286,595,600
737,569	285,872	789,011	740,006	357,248	657,113	238,909	879,938	1,156,413	19,783,207
33	40	56	78	46	54	27	89	69	1,390
381	325	604	615	354	677	271	827	737	10,484
78	58	115	101	57	135	55	145	147	1,964
91	45	105	109	53	123	50	151	151	2,144
15	15	22	26	22	34	13	34	17	377
19	14	39	52	26	23	15	55	44	671
25	24	55	45	21	42	15	56	39	670
25	24	49	50	26	48	19	63	43	650
33	39	51	68	37	82	20	110	116	1,156
32	50	53	65	49	66	36	79	61	865
7	10	13	16	12	22	5	21	15	304

# TOLEDO BLADE

*Daily and Sunday*

# COVERAGE

## OF CITIES AND TOWNS 1,000 POPULATION and OVER

CITY	POPULATION	DAILY		SUNDAY		CITY	POPULATION	DAILY		SUNDAY	
		CIRCULATION	COVERAGE	CIRCULATION	COVERAGE			CIRCULATION	COVERAGE	CIRCULATION	COVERAGE
<b>POPULATION 10,000 AND OVER</b>						<b>POPULATION 1,000 TO 2,500</b>					
TOLEDO (ABC City Zone)*	469,349	126,363	91%	113,083	81%	Morenci, Mich.....	2,457	356	49%	306	42%
Findlay.....	28,400	3,691	42%	4,479	51%	Dundee, Mich.....	2,441	186	27%	175	25%
Adrian, Mich.....	25,400	1,521	20%	2,460	32%	Delta.....	2,387	891	100%	618	88%
Monroe, Mich.....	24,500	893	13%	1,499	21%	Columbus Grove.....	2,124	138	23%	196	33%
Tiffin.....	21,300	1,519	23%	2,409	37%	Genoa.....	2,052	795	100%	734	100%
Fremont.....	18,200	1,491	25%	3,946	67%	Swanton.....	1,959	1,573	100%	1,348	100%
Fostoria.....	16,200	1,725	35%	2,302	47%	Leipsic.....	1,871	332	63%	310	59%
Defiance.....	13,700	1,483	36%	2,511	61%	Archbold.....	1,673	669	100%	395	80%
Bowling Green.....	13,500	2,013	69%	2,325	80%	Deshler.....	1,665	497	98%	386	76%
						Woodville.....	1,643	574	100%	531	99%
						Elmore.....	1,447	524	100%	405	93%
<b>POPULATION 5,000 TO 10,000</b>											
Bellevue.....	8,356	636	23%	536	20%	Edgerton.....	1,408	152	34%	93	21%
Bryan.....	7,192	1,177	52%	1,143	50%	Waterville.....	1,314	833	100%	713	100%
Port Clinton.....	6,600	2,691	100%	2,478	100%	Pemberville.....	1,267	551	100%	317	100%
Napoleon.....	6,000	2,077	100%	1,461	77%	Petersburg, Mich.....	1,237	643	100%	527	100%
						Lakeside.....	1,231	240	65%	165	44%
						Green Springs.....	1,213	92	26%	162	45%
<b>POPULATION 2,500 TO 5,000</b>											
Tecumseh, Mich.....	4,981	101	7%	227	15%	McComb.....	1,184	159	41%	178	46%
Clyde.....	4,940	394	28%	640	45%	Stryker.....	1,159	298	81%	224	61%
Upper Sandusky.....	4,845	381	26%	367	25%	Fayette.....	1,129	522	100%	280	84%
Montpelier.....	4,370	897	65%	635	46%	Continental.....	1,122	194	61%	194	61%
Wauson.....	3,934	1,685	100%	1,190	100%	Holgate.....	1,120	362	100%	188	55%
Carey.....	3,593	497	46%	370	34%	Whitehouse.....	1,005	294	96%	260	85%
Hudson, Mich.....	3,435	161	16%	155	15%						
Milan, Mich.....	3,409	65	7%	48	5%						
Ottawa.....	3,249	387	42%	360	39%						
North Baltimore.....	3,195	565	61%	515	56%						
Blissfield, Mich.....	2,930	436	50%	369	42%						
Oak Harbor.....	2,823	1,284	100%	1,098	100%						
Gibsonburg.....	2,760	384	46%	519	62%						

\*The Toledo ABC City Zone includes corporate Toledo plus Adams, Jerusalem, Springfield, Sylvania and Washington townships in Lucas County; Perrysburg, Ross, Rossford and part of Lake townships in Wood County; part of Bedford township

in Monroe County, Michigan. It also includes the following cities and towns: Harbor View, Holland, Maumee, Oregon, Ottawa Hills, Perrysburg, Rossford, Sylvania, Walbridge and Temperance, Michigan.

Source: ABC Audit Report, 12 months ending September 30, 1957.



### TOP TEN BRANDS IN TOLEDO and ACROSS THE NATION

Each year The Blade presents a Consumer Inventory and Store Availability Check of the Toledo ABC City Zone market.

TOP TEN BRANDS IN TOLEDO is conducted by Dan E. Clark II and Associates. Through personal interviews in the homes of a large cross-section of Toledo housewives, the study determines the following information for manufacturers, distributors, advertisers and agencies:

1. Product usage of the ten leading brands in some 125 different product categories. Product usage is shown on the basis of brand bought last.
2. Availability of most brands listed in a cross-section of a large segment of grocery and drug stores in this market.
3. Up-to-date information on incomes, population characteristics and characteristics of head of the household.

In addition, a consolidated national report, TOP TEN BRANDS ACROSS THE NATION, is also available. This report compares the ten leading brands on a market-by-market basis, for some 80 product categories, in the following ten markets: Akron, Charlotte, Dallas, Houston, Los Angeles, Miami, Portland (Oregon), Toledo, Wilmington (Delaware), and Youngstown.



### GROCERY, DRUG, BEER and LIQUOR ROUTE LISTS

Routes and sales areas of retail outlets in the Toledo Market. Lists include beer and liquor outlets in Lucas County, grocery stores in the Toledo ABC City Zone, and drug stores in the Retail Trading Zone.

### BEER SALES REPORT

A monthly summary of the sales of out-of-state beer by brands within Lucas County.



### CENSUS TRACT MAP

A large, five color map of the Toledo City Zone by U.S. Government Census Tracts. The map shows population, number of families, dwelling units, owner occupied dwelling units and median family income for each Census Tract along with detailed information on the principal shopping districts in the area.

# Here are some of the FACTS and FIGURES available on the TOLEDO MARKET

Write for any of these  
marketing aids... They're  
yours without cost.

## TOLEDO BLADE

TOLEDO 4, OHIO

Represented nationally by

**MOLONEY, REGAN & SCHMITT, INC.**

NEW YORK, DETROIT, BOSTON, MIAMI, PHILADELPHIA,  
CHICAGO, SAN FRANCISCO, LOS ANGELES, ST. LOUIS, DALLAS

*By all  
standards...*

# TOLEDO RANKS HIGH AS A TEST MARKET

That's why Toledo is a popular test area for so many of the country's largest advertisers and advertising agencies.

Because we have faith in newspaper advertising and feel the test campaign is one of the best ways to demonstrate what newspapers can do that other media simply can't match, we suggest, first, that you try testing our marketing cooperation and, second, that you TRY TESTING IN TOLEDO!

- ✓ A favorable location, with excellent transportation facilities—water, rail, highway and air.
- ✓ Relative isolation from other cities. No overlapping with any other trading area.
- ✓ A self-contained, self sufficient economy with compact boundaries.
- ✓ A population that is diversified, well-balanced, and representative.
- ✓ Buying power that can be depended upon.
- ✓ Distribution channels that are suitable and sufficient.
- ✓ An advertising medium that covers the market thoroughly at a reasonable cost, and will cooperate enthusiastically in a test.
- ✓ A previous good record as a test city.



**TOLEDO BLADE** *Daily and Sunday*

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

J. L. Fordyce, general public relations supervisor, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, Philadelphia—all services.

CHESAPEAKE & POTOMAC TELEPHONE COMPANIES (COMBINED)

Washington, D.C.

MARKETING PERSONNEL

W. J. McManus, vp, public relations  
R. K. Wheat, assistant vp, public relations, in charge of advertising (No agency).

AMERICAN TELEPHONE & TELEGRAPH CO. LONG LINES DEPARTMENT

New York

MARKETING PERSONNEL

J. E. Waidlich, director of public relations  
Nelson Flins, advertising manager

ADVERTISING AGENCY

N. W. Ayer & Son, New York—all services.

SOUTHERN BELL TELEPHONE CO.

Atlanta

MARKETING PERSONNEL

H. G. Booth, vp public relations  
C. L. Buckingham, general advertising manager

ADVERTISING AGENCY

Tucker Wayne & Co., Atlanta—all services—Doug Connah, account executive.

MICHIGAN BELL TELEPHONE CO.

Detroit

MARKETING PERSONNEL

W. C. Patterson, vp, public relations  
E. T. Burroughs, assistant vp, in charge of advertising  
R. R. Linden, general advertising manager

ADVERTISING AGENCY

N. W. Ayer & Son, Detroit—all services.

OHIO BELL TELEPHONE CO.

Cleveland

MARKETING PERSONNEL

J. J. Joseph, vp, public relations  
C. O. Poleni, assistant vp, in charge of advertising  
D. F. Jones, general advertising manager

ADVERTISING AGENCY

McCann-Erickson, Cleveland—radio-tv only.

CINCINNATI & SUBURBAN BELL TELEPHONE CO.

Cincinnati

MARKETING PERSONNEL

E. E. Druly, vp, public relations  
E. S. Kinney, general public relations manager, advertising  
H. E. Barnett, advertising manager

ADVERTISING AGENCY

Stockton, West, Burkhart Inc., Cincinnati—all products.

INDIANA BELL TELEPHONE CO.

Indianapolis

MARKETING PERSONNEL

Frank Mussetter, vp, public relations  
J. W. Kingsbury, assistant vp, advertising  
Vedder Gard, general advertising manager

ADVERTISING AGENCY

J. Walter Thompson, Chicago—all services—Jack Baity, account supervisor.

WESTERN ELECTRIC CO.

New York

MARKETING PERSONNEL

A. P. Clow, vp, personnel and public relations  
W. M. Reynolds, director of public relations  
R. V. Fingerhut, advertising manager

ADVERTISING AGENCY

Cunningham & Walsh, New York—all services—J. J. Cowan, account executive.

BELL TELEPHONE LABORATORIES

New York

MARKETING PERSONNEL

R. K. Honaman, director of publication  
Wesley Fuller, assistant director, publication  
George Griswold Jr., information manager, advertising

ADVERTISING AGENCY

N. W. Ayer & Son, New York—all services—Vance Babb, account executive.

American Tobacco Co.

American Tobacco Co., New York, is the nation's 14th largest advertiser with total expenditures in 1957 estimated at \$32,000,000, of which \$24,887,649 was in measured media. The previous year's expenditures were estimated at \$29,000,000, of which \$21,912,494 was in measured media.

As of 1958, the company's ad expenditures appear to be weighted in favor of the American Cigar & Cigarette division, which sells Hit Parade and Pall Mall cigarettes, both of which are getting a big advertising play. Between them, they probably are getting more of the current budget than are Lucky Strike and the Tareyton brands that are marketed through the parent company.

Last year dollar sales of \$1,098,092,476 were slightly higher than the \$1,091,206,358 figure for 1956. Net income was the highest in the history of the company, \$57,094,650, a gain of 10% over the 1956 figure of \$51,688,800.

American Tobacco finished with a strong profit picture in 1957 despite a first quarter lag in sales and net. Lower earnings for that quarter were attributed to the heavy advertising and sales promotion cost of introducing the Hit Parade filter brand to the already crowded cigarette market.

Net for the first quarter of 1958 was up 22%. The country's leading tobacco manufacturer reported sales of \$247,022,000 for the quarter ended March 31 and a net of \$12,439,000. This compares with sales of \$254,763,000 and a net of \$10,150,000 for the first quarter of 1957.

In the share-of-market sweepstakes, as reported by Business Week, American Tobacco lost ground slightly in 1957, moving from a 31.6% share of the domestic cigarette market in 1956 to a 29.4% share in 1957. Lucky Strike, like all the regular brands, was down—from 55 billion to 53 billion. The king-size favorite, Pall Mall, also slipped by 1 billion, but still emerged as the second most popular brand. Lucky Strike held the third position.

The company's Tareyton was the only filter brand that didn't show a gain, but even this brand managed to do as well in '57 as '56. Late in July the company announced a new dual filter Tareyton offering two filters in each cigarette, as well as a redesigned package. National advertising for it began Aug. 5.

American Tobacco says that its Lucky Strike, Pall Mall and regular and king-size Herbert Tareyton account for about 45% of all non-filter cigarette sales in the U.S., according to independent surveys.

Hit Parade sold 3.5 billion cigarettes in 1957—its first full year on the market. But by early 1958 industry sources indicated that this brand was not catching on as fast as American Tobacco would like it. These rumors were substantiated to a degree by the company's president, Paul M. Hahn, who in April, 1958 told stockholders that sales of Hit Parade had been "reasonably satisfactory."

A few months later the company set forth a great advertising blast to launch a "new" Hit Parade with a revised filter that outbid the competition by several hundred thousand tips; Hit Parade's loudly touted claim: 400,000 filter traps.

In mid-July an older member of the family, Lucky Strike, made ad headlines with a concerted "honest taste" pitch in network and spot tv, outdoor and magazines. These ads feature the same

The Top 25 Network TV Advertisers

1957 Estimated		1956
Gross Time Costs		Gross Time Costs
1. Procter & Gamble Co.	\$47,046,015	\$47,046,015
2. Colgate-Palmolive Co.	19,375,713	19,375,713
3. Chrysler Corp.	18,915,776	18,915,776
4. American Home Products Corp.	18,535,808	18,535,808
5. Lever Bros.	16,297,289	16,297,289
6. General Foods Corp.	16,156,601	16,156,601
7. Gillette Co.	15,790,837	15,790,837
8. R. J. Reynolds Tobacco Co.	13,201,584	13,201,584
9. Ford Motor Co.	13,023,204	13,023,204
10. General Motors Corp.	12,733,437	12,733,437
11. Bristol-Myers Co.	12,489,954	12,489,954
12. American Tobacco Co.	9,346,629	9,346,629
13. General Mills	8,605,872	8,605,872
14. Pharmaceuticals Inc.	8,585,635	8,585,635
15. Liggett & Myers Tobacco Co.	8,181,373	8,181,373
16. Kellogg Co.	7,977,785	7,977,785
17. Brown & Williamson Tobacco Corp.	7,093,962	7,093,962
18. Revlon Inc.	7,019,042	7,019,042
19. National Dairy Products Corp.	6,644,647	6,644,647
20. General Electric Co.	5,714,855	5,714,855
21. Swift & Co.	5,196,425	5,196,425
22. P. Lorillard Co.	5,194,122	5,194,122
23. Hazlet Bishop Inc.	5,192,193	5,192,193
24. Miles Labs.	5,048,301	5,048,301
25. Campbell Soup Co.	4,965,382	4,965,382

kind of rugged he-men that have been getting the center stage in most other cigarette advertising for quite a while.

Unlike most sponsors, who have been making a good many substitutions in their tv lineups in recent months, American Tobacco will be back with pretty much the same shows in the fall. "Hit Parade" moves from NBC to CBS where Jack Benny, "Bachelor Father" and "Trackdown" will be continued on alternate weeks. The company is also keeping its alternate-week berths on "Wells Fargo" and "M-Squad" on NBC; at the present writing Lucky Strike has a schedule running on NBC Radio's "Monitor." Lucky Strike, Hit Parade and Pall Mall each have two network tv shows. Filter-Tip Tareyton backed ABC-TV's "Make Me Laugh" during the 1957-58 season, but dropped it at the end of 26 weeks.

ADVERTISING EXPENDITURES

1957		1956	
Newspapers .....	\$ 5,265,110	\$ 4,933,100	
Magazines .....	5,986,844	4,949,950	
Farm publications .....	189,795	335,396	
Network television .....	9,346,629	9,387,768	
Spot television .....	3,145,930	1,206,280	
Outdoor .....	953,341		
Total Measured .....	24,887,649	21,912,494	
Total Unmeasured .....	7,112,351	7,087,506	
Estimated Total			
Expenditure .....	32,000,000	29,000,000	

MARKETING PERSONNEL

R. B. Walker, vp and director of sales  
E. F. Mooney, sales manager  
E. R. Dunning Jr., merchandising manager  
A. F. Lynch, manager of sales department  
J. W. Rowe, A. T. Adams, O. D. Chancellor, G. W. Kaye, field sales managers  
Advertising  
Albert R. Stevens, advertising manager  
V. R. Boor, assistant advertising manager  
K. W. Schullinger, assistant to advertising manager

AMERICAN CIGARET & CIGAR DIVISION

Sales  
A. Gordon Findlay, division vp  
Arthur J. Epp, manager, cigar sales department  
Harry D. Niles, sales manager, Havana cigars  
R. G. Wilson, sales manager, domestic cigars  
Advertising  
Alan C. Garratt, advertising manager  
Donald R. Dugan, assistant advertising manager  
Chester A. Jackson Jr., John A. McGinn and Robert R. Zemon, advertising department

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Lucky Strike and Hit Parade, Thayer Cummings, account supervisor for Luckies, Don Rowe (radio-tv) and Richard B. March (print), account executives. For Hit Parade, Len Carey, account supervisor; Elliott Plowe, account executive; and Kenneth Hurd (print).

Sullivan, Stauffer, Colwell & Bayles—Pall Mall cigarettes, LaCorona and Antonio y Cleopatra cigars and Half and Half smoking tobacco—Clifford Spiller, account supervisor; Brooks Elms, account executive, and Arthur T. Castillo, assistant account executive.

Lawrence C. Gumbinner Advertising

Agency—Herbert Tareyton and Filter Tip Tareyton cigarettes and Rol-Tan cigars—Milton Goodman, account supervisor; Graeme McLeod, Paul Gumbinner and Stanley Evans, account executives.

Anheuser-Busch Inc.

Anheuser-Busch Inc., St. Louis, is the nation's 53rd largest advertiser with total expenditures estimated by ADVERTISING AGE at \$15,000,000 in 1957, including \$9,438,976 in measured media. This compares with 1956 total expenditures estimated at \$12,500,000, of which \$6,797,724 was in measured media.

Last year the company took first place in beer sales among the nation's brewers, chalking up sales of 6,115,762 bbls. and nosing out Schlitz, the former leader, which sold 6,024,000 bbls. Anheuser-Busch set an industry record, becoming the first brewer to exceed 6,000,000 bbls. in three different years (1952-3 were also over that mark).

Gross sales in 1957 rose to \$293,531,822, compared with \$278,581,602 in 1956. Net profit after taxes was \$9,777,599, up a hair's breadth over \$9,751,871 in 1956. This year first quarter sales rose to \$66,838,037, compared with \$61,452,549 in the 1956 first quarter, but net income dropped to \$2,199,896 from \$2,236,340. Beer volume was the highest of any quarter in history: 1,366,163 bbls., up 106,041 bbls. over the 1956 first quarter.

And in the first half of this year, Anheuser-Busch reports that shipments rose 8.7% over the previous first half to another record—3,300,358 bbls.

Although the company's major product by far is Budweiser (for which the company has announced a record \$12,000,000 budget in 1958) in the premium beer market, a strong effort is being made in the popular price beer field with Busch Bavarian. It was introduced in Kansas late in 1955, and in Missouri and Illinois in the spring of '56. In 1957 sales rose 14% and prospects "are good," the company says, for a similar increase in 1958 as markets have now expanded to all or parts of 11 states, including Iowa, Florida, Arkansas, Tennessee, Mississippi, Louisiana, Oklahoma and Texas. Advertising billings for Busch Bavarian were \$2,000,000 in 1957.

The market strategy of Busch Bavarian was highlighted by president August A. Busch Jr. in a speech to stockholders last year when he said that "80% of the total volume of 85,000,000 bbls. of

beer sold in the U.S. today is by local and regional brewers in the so-called 'popular priced' beer category. 20% of the market is held by national shipping brewers."

Observing that the national brewers' share of the market has shrunk from 26% in 1952 as buying habits have changed, Mr. Busch said that national brewers "have been fighting hard for the limited premium beer market" but that "the trend is toward popular priced beers."

He said that Anheuser-Busch launched Busch Bavarian primarily to (1) gain consumer acceptance and "our share" of a popular price market that makes up the great portion of all beer sales, (2) provide "another avenue of profits for our wholesalers who are the actual foundation of our distribution system—and to make it economically possible for them to become exclusive Anheuser-Busch distributors if they so desired" and (3) "retain our volume position in the beer industry."

Success on that last point appears borne out by Anheuser-Busch's record-breaking first quarter this year.

At the same time the company, apparently averse to de-emphasizing its premium beer, takes pains to point out that virtually all of last year's sales increase which lifted Anheuser-Busch to first place nationally was in sales of Budweiser and the company's premium draft beer, Michelob. (Competitor Schlitz remains the largest selling single brand.)

Trade sources estimate that Budweiser volume last year was 5,500,000 bbls., Michelob, 200,000 bbls., and Busch Bavarian, 370,000 bbls.

Anheuser-Busch's share of the nation's 84,353,696-barrel beer market in 1957 was 7.25%, compared with Schlitz's 7.01%.

The company produces Budweiser and Busch Bavarian in cans and bottles, and Michelob in draft only. Anheuser-Busch also makes and markets pharmaceutical baker's yeast, frozen eggs, corn syrups, grain products and refrigerated cabinets. It owns the St. Louis National Baseball Club (Cardinals).

Breweries are operated in St. Louis, Newark and Los Angeles and a new plant is under construction in Tampa, Fla., started after Schlitz began building a \$20,000,000 plant there. The Schlitz plant is due for completion in 1958, and the Anheuser-Busch plant in 1959. Last March the company also purchased the American Brewing Co. plant in Miami, which produced 234,000 bbls. of Regal beer in 1957.

The company, a heavy user of television and outdoor, last year doubled its investment in spot tv to \$2,921,080 and boosted outdoor by half a million to \$3,657,259. Budweiser advertising is handled by D'Arcy Advertising Co., which continues a 41-year relationship.

A shuffling of personnel last year saw William E. Bien, former general sales manager, Brewery division, become vp—marketing, and T. C. Burrows, former sales manager, central region, become general sales manager, Brewery division. Walter T. Smith Jr. became vp of advertising, merchandising and sales promotion, with R. E. Krings remaining as advertising manager.

Three new account men entered the picture for Busch Bavarian at Gardner Advertising Co.: John C. Naylor as account supervisor, and Frank E. Heaston and Frank X. Fuchs as account executives.

MARKETING PERSONNEL

William E. Bien, vp—marketing  
T. C. Burrows, general sales manager

**Brewery division**  
 J. P. Reed, Eastern sales manager  
 S. I. Lewis, Southern sales manager  
 J. A. Huebner, Central sales manager  
 John Flanagan, Western sales manager  
 E. H. Vogel Jr., sales manager, Busch Bavarian

**Advertising**  
 Walter T. Smith, Jr., vp—advertising, merchandising, sales promotion  
 R. E. Krings, advertising manager  
 Walter Reisinger, advertising manager, Busch Bavarian  
 E. F. Schmidt, merchandising manager  
 J. P. Fabick, sales promotion manager

**ADVERTISING AGENCIES**  
 D'Arcy Advertising Co., St. Louis—(Budweiser and Michelob beers)—Harry W. Chesley, account supervisor; James B. Orthwein and John C. Macheca, account executives  
 Gardner Advertising Co., St. Louis—(Busch Bavarian beer)—John C. Naylor, account supervisor; Frank E. Heaston and Frank X. Fuchs, account executives

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 1,281,452	\$ 886,552
Magazines .....	1,379,185	986,149
Business Publications 100,000		91,300
Network Television .....		566,994
Spot Television .....	*2,921,889	1,534,686
Outdoor .....	3,657,259	3,849,849
Total Measured ..	9,438,978	6,797,724
Total Unmeasured	5,561,824	5,762,576
Estimated total		
Expenditure ..	15,000,000	12,560,300

\*Includes Anheuser-Busch Inc., \$2,792,410; Anheuser-Busch Distributors, \$128,678.

**Armour & Co.**

Armour & Co., Chicago, is the nation's 48th biggest advertiser with total expenditures in 1957 estimated by ADVERTISING AGE at \$16,000,000. Of this \$10,705,242 was in measured media.

In 1956, Armour invested an estimated total of \$16,000,000 in advertising, of which \$10,636,535 was in measured media. AA originally set the total at \$21,000,000 but has revised this downward in the light of new information that expenditures in unmeasured media are lower than was estimated.

■ The world's second largest meat packing company experienced a disappointing sales and earnings year in 1957. Net earnings sank to \$3,370,270, a 75% decrease below 1956 earnings of \$13,866,613. Sales amounted to \$1,935,000,000, down 3.7% from 1956 sales of \$2,011,000,000.

The company blamed the decline on "the failure to keep the price relationships between livestock and wholesale meat prices in balance during the rising markets that started in the spring of 1956 and continued through the

greater part of the fiscal year 1957."

■ In an annual address to stockholders, William Wood Prince, who was named president and chief executive officer of Armour last September, pointed out that the company earned only 1.65% on its net worth last year, and that over a ten-year period, Ar-

mour's average return was only 3.8% as compared to 14.4% for all industry. "If capital is to continue to be invested in the meat packing industry earnings must rise to a level at least equal to the average of all industry," Mr. Prince said. He succeeded Frederick W. Specht, who continues as board chairman.

The profits picture looked

brighter for the first six months this year but sales continued to decline. Earnings for the first six months this year hit \$2,100,378 as compared with first half earnings in 1957 of \$1,277,722. Sales in the current first half amounted to \$892,314,283, down from \$955,781,957 in the previous first half. These semi-annual figures are not indicative of annual results be-

cause of the seasonal nature of the meat packing business.

■ During 1957 and this year, Armour has undertaken a major re-vamping of its agency and marketing setup. Last August, the company consolidated all of its food advertising into one agency—N. W. Ayer & Son. Pink slips were handed to Tatham-Laird,



**FLIGHT** is aviation's own saga—authentically dramatized exploits of human achievement in the sky. Each episode is presented by Gen. George Kenney, cooperation of the Air Force. FLIGHT is the dramatic series for which the coming



**GROWTH**

The *Morning Courier-Express* and the *Sunday Courier-Express* are Buffalo's two fastest growing newspapers, both from a circulation and advertising linage standpoint... good reasons why your advertising will pay in this progressive newspaper.

ROP COLOR available both daily and Sunday

Member: Metro Sunday Comics and Sunday Magazine Networks

**Buffalo Courier-Express**

Western New York's Only Morning and Sunday Newspaper

Representatives: Scolaro, Meeker & Scott  
 Pacific Coast: Doyle & Hawley

which lost some \$3,000,000 in billings, and Henri, Hurst & McDonald, which handled \$50,000 in Armour billings. At that time, Kenneth L. Skillin, advertising director, said the company had decided that a single agency operation was more economical and more effective.

A smaller agency alteration occurred this June when Armour

moved advertising for its Veterinary Laboratories from Ladd, Southward & Bentley Inc., Chicago, to Jordan, Sieber & Corbett Inc., Chicago, which had been handling pharmaceutical and biochemical advertising for Armour Laboratories, Kankakee, Ill. Jordan, Sieber now handles all advertising for Armour Pharmaceutical Co., Kankakee (the new

name for Armour Laboratories).

■ This June, Armour announced that it had completely eliminated the advertising departments in all of its major divisions in favor of product managers, who will perform all marketing duties for their products. At the same time, the company promoted Kenneth L. Skillin to the newly-created

post of advertising director, and placed him in charge of all of the company's advertising. Mr. Skillin previously was general manager of the advertising and sales promotion division for Armour foods.

During the past 18 months, Armour continued its move toward decentralization by establishing four more regional marketing op-

erations. These new marketing units were opened in the southwestern, northeastern, midwestern and north central sections of the U.S. Armour previously had established marketing units on the Pacific Coast and in the southeastern part of the U.S. The new regional managers and their headquarters included J. J. McInerney, Pittsburgh; H. E. Stepp, New York; T. R. St. John, Dallas, and Jack Thomas, Omaha.

■ Armour has been very cost conscious over the last 18 months and has engaged in some drastic economy cuts. The company closed plants in Jersey City, Baltimore and Los Angeles. By reducing its administrative staff and moving its headquarters from the Chicago stock yards to the downtown business district, Armour estimates that it has saved more than \$1,000,000 a month. Armour also closed 26 branch sales and warehouse branches last year, and plans to close more units this year.

■ Armour rates as the world's second largest meat packer in sales, ranking only behind Swift & Co. In addition to food products, the company is a major producer of soaps, chemicals and pharmaceutical products. In its 1957 annual report, Armour estimated that it had more than 12% of the toilet soap dollar market (Armour makes Dial soap).

In the new products field, Armour added 13 cuts last year to its line of pre-packaged frozen meat cuts. This year, the company expanded distribution into New York, Chicago, Philadelphia and Buffalo for Pan O'Gold frozen buttered frying chicken packed in an aluminum foil pan. Armour also brought out several new cheese and pharmaceutical products. This July, the company an-

ordinary men suddenly summoned to super-U. S. A. F., Ret., and produced with the full television season will long be remembered.

NBC TELEVISION FILMS—A DIVISION OF

**CNP**

CALIFORNIA NATIONAL PRODUCTIONS, INC.



**ROP  
COLOR  
AT WORK**

**TEN TONS OF  
COOKIES SOLD  
IN TEN DAYS  
IN NINE  
STORES\***

\*Sunshine  
Biscuit's products  
in Minneapolis,  
and St. Paul,  
with one  
ROP color ad.

R. **HOE** & CO., INC.  
910 East 138th Street  
New York 54, N. Y.

nounced that it was testing a new detergent-soap bar called Glad,

which also has a deodorant and a cold cream additive.

On the personnel side, Robert A. Hardt, formerly exec vp of Hoffmann-LaRoche, was named to the newly-created position of president of Armour Pharmaceutical Co. E. L. Patch, who previously headed up this subsidiary as general manager, resigned from the company. H. D. Yeakel was named manager of Chamberlain & Co., Boston, succeeding W. W. Chamberlain, who resigned. V. T. Scheffler succeeded J. J. McInerney as general manager of Pittsburgh Provision & Packing Co.

C. Peltier was promoted to general manager, advertising and sales promotion, Armour foods, and Samuel Teitelman was named general manager of new products and marketing services (a new position). Walter S. Shafer, vp in charge of trade relations, retired after 35 years' service and was succeeded by W. M. Elder.

T. C. Gordon, formerly sales manager of the dairy, poultry and margarine division, was named general manager of a new specialty food products division.

An old Armour headache re-occurred last September when the Department of Agriculture joined

the ranks of government agencies which regulate advertising by issuing a complaint charging that Armour violates the Packers & Stockyards Act by using the word "churned" in ads for Cloverbloom 99 margarine.

A similar complaint had been issued against Armour two years before by the Federal Trade Commission, but it was dismissed after Armour contended that its marketing activities, including its advertising, are under the exclusive jurisdiction of the Department of Agriculture.

tive; Paul Sieber and Zeke Ziner, art directors; Alfred O. Davies, account service manager.

ADVERTISING EXPENDITURES		
	1957	1956
Farm Publications	\$ 67,121	\$ 67,121
Business Publications	299,900	299,900
<b>Total Measured</b>	<b>367,021</b>	<b>367,021</b>

**ARMOUR FERTILIZER WORKS**  
Atlanta

W. E. Shelburne, vp and general manager  
J. Harry Varner, advertising manager

**ADVERTISING AGENCY**  
Liller, Neal & Battle Advertising, Atlanta—Armour fertilizers—William W. Neal, account supervisor.

ADVERTISING EXPENDITURES		
	1957	1956
Magazines	\$ 72,980	\$ 10,350
Farm Publications	47,131	32,350
Business Publications	9,600	9,600
<b>Total Measured</b>	<b>130,111</b>	<b>52,354</b>

**JACOB E. DECKER & SONS**  
Mason City, Ia.

P. J. Thogerson, general manager  
L. P. Green, plant sales manager

**ADVERTISING AGENCY**  
N. W. Ayer & Son, Chicago—All products—Howard Rose, account supervisor.

**CHAMBERLAIN**  
Boston

H. D. Yeakel, manager

**ADVERTISING AGENCY**  
Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston—Meat products—G. C. Wiswell Jr., account supervisor.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 798	\$ 8,102
<b>Total Measured</b>	<b>798</b>	<b>8,102</b>

**MEMPHIS PACKING CO.**  
Memphis

M. F. Strauss, general manager  
H. F. Ferguson, plant sales manager

**ADVERTISING AGENCY**  
Merrill Kremer Inc., Memphis—All products—Ernest Lee, account supervisor.

**DRUMMOND PACKING CO.**  
Eau Claire, Wis.

J. A. Goldammer, general manager

**ADVERTISING AGENCY**  
N. W. Ayer & Son, Chicago—All products—Howard Rose, account supervisor.

**PITTSBURGH PROVISION & PACKING CO.**  
Pittsburgh, Pa.

V. T. Scheffler, general manager  
H. B. Cooper, plant sales manager

**ADVERTISING AGENCY**  
Ketchum, MacLeod & Grove, Pittsburgh—All products—William Genge, account supervisor; Clyde Fisher, account executive; D. F. Williams, account assistant.

ADVERTISING EXPENDITURES		
	1957	1956
Spot Television	\$ 27,000	\$ 45,900
<b>Total Measured</b>	<b>27,000</b>	<b>45,900</b>

**Armstrong Cork Co.**

Armstrong Cork Co., Lancaster, Pa., is the nation's 94th largest advertiser. Its estimated total expenditure in 1957 was \$7,000,000, of which \$4,695,133 was in measured media. In 1956, total expenditures were estimated at \$8,000,000, of which \$5,091,919 was in measured media. Current year expenditures are down slightly.

In 1957, sales declined nominally to \$246,528,518, down from \$247,401,423 in 1956. The company's all-time high was achieved in 1955 when sales reached \$249,385,639. Net income dropped to \$11,068,782 in 1957, down 17% below the '56 income of \$13,320,380.

Three major factors caused the lower earnings, according to the company: (1) operating costs rose, principally due to higher wage and salary rates; (2) competitive conditions limited "needed price increases and also caused a price reduction on one important line" (asphalt and vinyl asbestos tile); and (3) "a shift in customer preferences changed the assortment of products sold to a larger proportion of those carrying narrower profit margins."

The company's foreign subsidiaries showed gains in both sales and earnings, producing earnings of \$628,000 on sales of \$21,401,000,

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 3,188,021	\$ 3,098,486
Magazines	1,926,181	1,424,374
Farm Publications	314,537	172,261
Business Publications	924,000	910,900
Network Television	3,833,642	3,085,325
Spot Television	470,030	953,300
Outdoor	28,241	121,689
<b>Total Measured</b>	<b>10,705,242</b>	<b>10,636,535</b>
<b>Total Unmeasured</b>	<b>5,294,758</b>	<b>5,363,465</b>
<b>Estimated Total Expenditure</b>	<b>16,000,000</b>	<b>16,000,000</b>

**PARENT COMPANY**

**MARKETING PERSONNEL**  
(all located in Chicago)  
Advertising

Kenneth L. Skillin, advertising director  
D. L. Duensing, marketing manager, household soaps  
Noel C. Peltier, general manager, advertising and sales promotion, Armour foods

**Sales**

R. M. Dall, general manager, fresh meats  
W. M. Elder, general manager, trade relations  
J. O. Epeneter, general manager, refinery  
T. C. Gordon, general manager, specialty food products  
J. R. Herd, general manager, processed meats  
D. B. Love, general manager, frosted meats  
J. C. Mommensen, administrator, sales management  
G. W. Munro, general manager, canned foods  
C. C. Tatham, assistant general manager, dairy, poultry and margarine  
Samuel Teitelman, general manager, new products and marketing services  
Lloyd Woodall, vp and general manager, dairy, poultry and margarine  
F. B. Patton, vp and general manager, auxiliaries group

**Public Relations**

E. L. Heckler, manager  
Edward G. Gold, assistant manager  
Economic Research  
K. E. Miller, manager

**Regional Sales**

W. A. Coon, vp and general manager, western area (located in San Francisco)  
L. F. Sanboeuf, sales manager, western area (San Francisco)  
B. E. Hoover, vp and general manager, southeast area (Atlanta)  
J. J. McInerney, vp and general manager, north-central area (Pittsburgh)  
H. E. Stepp, vp and general manager, northeast area (New York)  
T. R. St. John, vp and general manager, southwest area (Dallas)  
Jack Thomas, vp and general manager, midwest area (Omaha)  
A. L. Hare, sales manager, midwest area (Omaha)

**ADVERTISING AGENCIES**

Foote, Cone & Belding, Chicago—Dial soap and Dial shampoo, Chiffon soap flakes and liquid Chiffon, Armour Suds, chemical and industrial advertising—William R. Forrest, management representative; James W. Cameron, account supervisor; Dial soap and shampoo, Chiffon flakes and liquid Chiffon and Suds; William Bender, account executive (Dial soap and Dial shampoo, industrial and chemical products); W. C. Pool, account executive (liquid Chiffon).

N. W. Ayer & Son, Chicago—Dash dog food; dairy, poultry and margarine; frosted meats; refinery division; canned meats; smoked meats including ham and bacon; fresh, dried and smoked sausage; casings; beef division; advertising for miscellaneous departments and divisions, and all advertising for all Armour regional marketing units—Howard Rose, account supervisor; Russell G. Brown and Warren E. Abrams, account executives (canned foods); T. W. Prescott and J. R. Modisett, account executives (processed meats); Lynn Werner, account executive (dairy, poultry & margarine); Charles Kennedy and Fred Charlton, account executives (specialty products), and L. R. Hawley, account executive (feed additives and public relations).

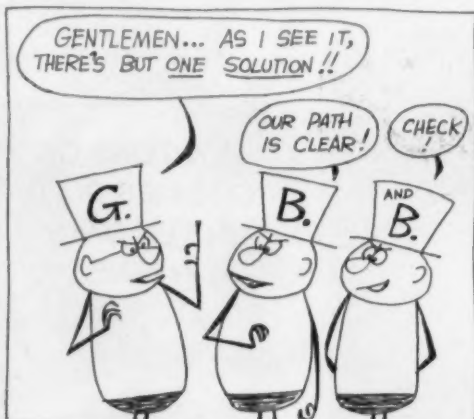
**ARMOUR PHARMACEUTICAL CO.**  
Kankakee, Ill.

Robert A. Hardt, president  
C. W. Tarbet, sales director  
Earl Winebrenner, advertising manager

**ADVERTISING AGENCY**  
Jordan, Sieber & Corbett Inc., Chicago—All advertising for Armour Pharmaceutical Co.—C. R. Jordan, account supervisor; F. J. Corbett, account execu-

**NOTHING BUT THE BEST...**

(IN OUR RECURRENT PIPEDREAMS AT GUILD, BASCOM, AND BONFIGLI-ADVERTISING-SAN FRANCISCO-LOS ANGELES-SEATTLE-NEW YORK)



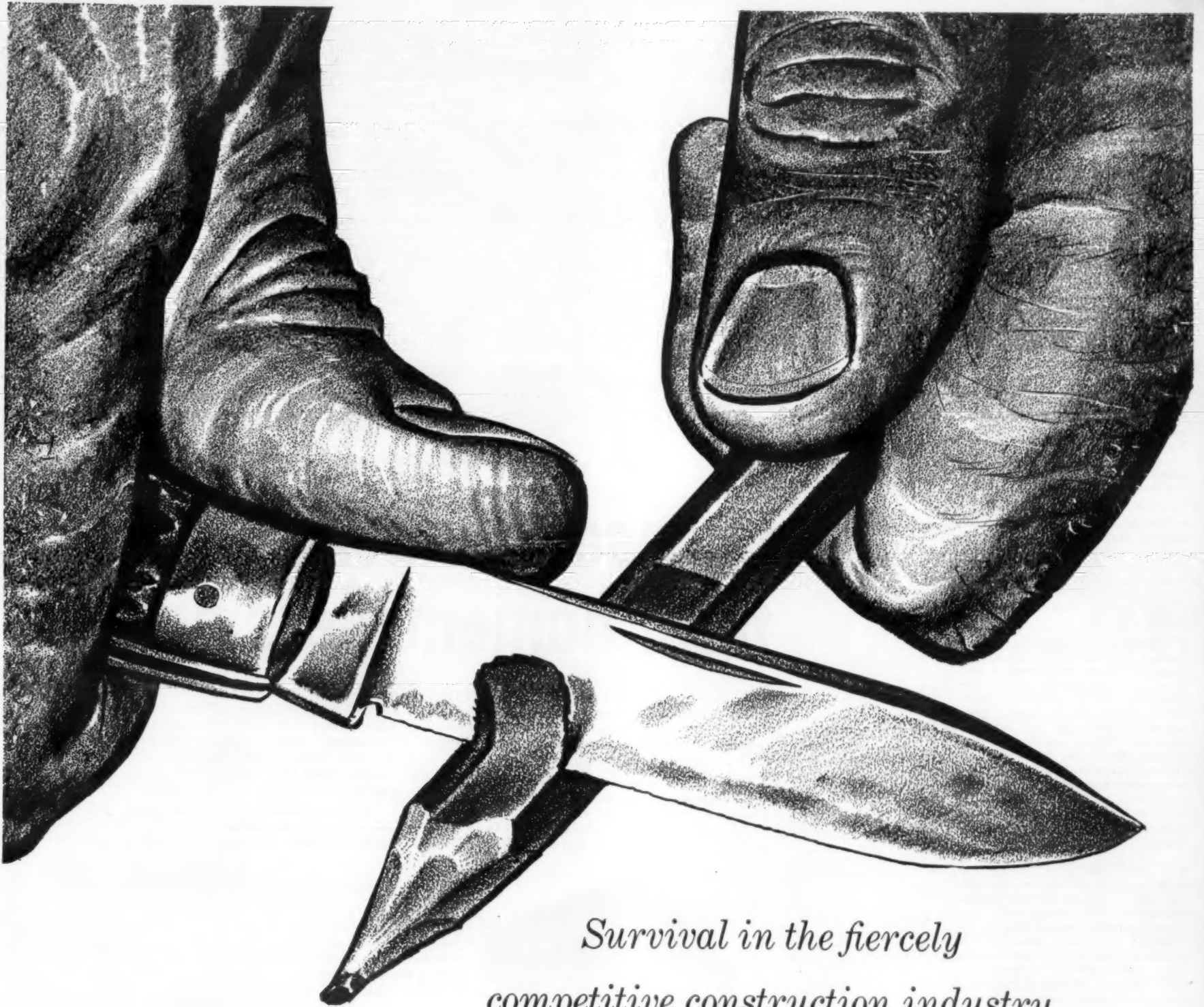
**POINT-WITH-PRIDE DEPT.**

G. B. AND B.'S NEW LABEL CAMPAIGN FOR HEIDELBERG BREWERY ("LOOK FOR THE ROUND TRIANGLE") WAS THE BIGGEST INTRODUCTORY ADVERTISING CAMPAIGN IN THE HISTORY OF THE PACIFIC NORTHWEST. RESULT: HEIDELBERG, SEEN MORE THAN EVER, SOLD MORE THAN EVER!

MEANWHILE SALES CONTINUE STRONG FOR OUR OTHER CLIENTS SUCH AS SKIPPY PEANUT BUTTER, NUCCA MARGARINE, RALSTON RICE CHEX AND WHEAT CHEX, RY-KRISP AND INSTANT RALSTON, MOTHER'S COOKIES, HARRY AND DAVID'S FRUIT-OF-THE-MONTH, FARMER JOHN'S HAM AND BACON, MARY ELLEN'S JAMS AND JELLIES, AND BREAST-O' CHICKEN TUNA.







*Survival in the fiercely competitive construction industry demands timely, accurate knowledge of constantly changing material, equipment and labor costs. For decades EN-R's exclusive cost indexes and reports have been the standard of the industry... depended upon daily by important construction men everywhere.*

**Sell EN-R's 77,000  
and you sell the  
men who build America**

**ENGINEERING  
NEWS-RECORD**

A McGraw-Hill Publication,  
330 West 42nd St., New York 36

compared with 1956 earnings of \$407,000 on sales of \$20,344,000.

■ For the first three months of 1958, sales were 5% below those in the comparable period a year ago. Net income declined 7%.

Armstrong makes more than 350 different types of products for both industrial and consumer use. They fall generally into three main groups—building materials, packaging and industrial specialties—and normally the sales ratio is about 3-1-1. These three areas include:

- Building materials and flooring products—linoleum, plastic floorings, rubber tile, cork tile, asphalt tile, other resilient floorings, floor underlayment and lining felt, wall coverings, counter and sink top surfaces, fiber floor coverings, roof deck, roof insulation, acoustical ceiling materials, interior and structural building products, insulating wool, insulating sheathing, hard boards, a complete line of high and low temperature materials, and protective finishes and accessories for insulations. The flooring division is No. 1 in sales in the industry.

- Packaging products—glass containers, corks of all types, prescription ware, pharmaceutical laboratory equipment, cellulose bands for bottled products, metal caps, crowns for carbonated beverages, plastic vials and molded plastic caps.

- Industrial specialties—friction facings for automatic transmissions, clutches and braking devices in automobiles and other machines, bottom filler and cushioning materials for shoes, glass insulators for power and communications lines, gasketing and filtering materials, industrial adhesives, surfacing materials, spinning roll covers and other textile machinery supplies, insulating fire brick, vibration and sound-damping felts, and special floorings.

■ A new high was reached in sales of glass containers, closures for bottles and jars, and similar packaging items during 1957. The annual report credited this to the "steadily growing demand for products consumed in daily living that offer greater convenience and comfort—including packaged foods and such items as house-

hold preparations, cosmetics and drug specialties."

In spite of the 7% decline in housing starts from the previous year, Armstrong sales of building and flooring products "held up well." This resulted largely from products developed with wide potential use not only in new construction but also in repair, modernization and renovation.

■ Sales of insulating materials increased, especially Armaflex,

one of the newer plastic items in this group.

Demand for industrial specialties declined, "as most of the industries using these products operated at lower levels."

New products developed in 1957 included: the Futuresq series of Vinyl Corlon, a sheet plastic flooring accented by metallic particles that give a third-dimensional quality; Vinyl Accolon, a roto-gravure printed plastic floor covering; Vinyl wall tile; Decorator

Style Temlok Plank, an interior-finish fiberboard for walls; Custom Minaboard, an acoustical ceiling designed for lay-in installation; Decorator Style Temlok Tiles, pre-decorated ceiling tile; Textured Cushiontone, exclusive fissured design in acoustical ceiling tile; new adhesives for Vinyl wall covering and transportation flooring; gaskets for automotive industry, and manufacturing equipment and engines; shoe cushioning materials; low silhou-

ette furniture rests; and a variety of new glass packages and closures.

■ A new program to give impetus to new product and new market development was established in mid-1957. It will supplement the normal research and development work of the operating divisions. The former director of research, Edmund Claxton, was elected a vp to devote his full time to new product development.

## Your food ads sell harder in Choose the media farm homemakers prefer

State and Local Farm Papers top all other farm media in women's interest by a wide margin! By any measure of preference—readership, loyalty, acceptance, response—local homemakers prefer their own State and Local Farm Paper.

This is a natural and understandable preference. Differences in climate, cultural background, and mode of farm living vary the local interests and everyday habits of farm families. Only State and Local Farm Papers can run favorite local

farm recipes . . . homemaking and gardening hints that take note of these differences. This localized editing puts your advertising into an eye-catching "showcase" where it will be seen and acted upon by farm homemakers. You can talk price, list dealers. And you can buy one or all State and Local Farm Papers to sell your rural market.

Your advertising has stronger appeal and surer sell when it goes calling with this trusted friend of farm women—the State and Local Farm Paper!



Get all the facts! Find out how little it costs to use the media farm women prefer. Write State and Local Farm Paper Committee, Room 1600, 28 East Jackson Blvd., Chicago 4, Ill.

### IN THE PHILIPPINES

The Manila Times

has **MORE**  
net paid  
circulation  
than all  
other major  
newspapers  
combined.

Weekdays  
**103,580\***  
Sundays  
**148,710\***

Home Office:  
Florentino Torres Street  
Manila, Philippines  
U. S. and Foreign  
Representatives  
MEDIA REPRESENTATIVES,  
INC.  
120 East 56th St.,  
New York 22, N. Y.

\* Audited by the Philippines Bureau of Audited Circulations for the period of six months ending December 31, 1957.

In 1957 the styling division was reorganized and enlarged. A new Armstrong Styling Center was built, and the staff of stylists and designers divided into two sections—one concentrating on current design; the other on advanced design.

■ A new subsidiary, Armstrong Contracting & Supply Corp., began operations Jan. 1, 1958, to handle contract insulation business and allied sales. This will en-

able the insulation division, which had been responsible for both installation service and insulation sales, to concentrate exclusively on product sales.

Capital expenditures totaled \$15,469,000 in 1957, compared with \$19,997,000 in the previous year.

1957 was the company's fortieth year of consecutive advertising of resilient floors in consumer magazines. It all started in 1917 with an ad in *The Saturday Evening*

*Post*, illustrating linoleum in a living room. This was the beginning of the then-revolutionary campaign to take linoleum out of the kitchen and promote it "for every room in the house." Since that time, room interiors, developed exclusively by Armstrong, have appeared regularly in consumer magazines, Sunday supplements and network tv.

■ In March 1955, Armstrong also pioneered in the marketing of

acoustical materials for residential sound conditioning by launching a consumer advertising campaign in magazines. Television was added to the campaign in March 1957 when a regular schedule on acoustical materials and sound conditioning was started on "Armstrong Circle Theater."

During 1957, the company increased its tv budget but cut back slightly on all other media. The tv coverage was increased in October

with the sponsorship of a 15-minute segment of the "Jimmy Dean Show" to promote felt base products.

■ "Circle Theater" switched from NBC-TV to CBS-TV in October when informed by NBC-TV that its customary 9:30-10:30 p.m. time slot on alternate Tuesdays would no longer be available. As a substitute, NBC offered the 10-11 p.m. time period on Tuesdays. Armstrong thereupon moved to CBS-TV, taking the 10-11 p.m. slot on alternate Wednesdays.

Armstrong's measured media expenditures were divided among its main product groupings as follows:

- Floors and wall coverings—magazines, \$1,244,509; farm publications, \$51,815; newspapers, \$355,915; network tv, \$790,687.
- Deltex floor coverings—magazines, \$64,750; newspapers, \$26,830.
- Cushiontone — magazines, \$286,628.
- Acoustical materials for industrial use—magazines, \$24,490.
- Industrial products—magazines, \$45,207.
- All products—network tv, \$1,404,302.

**ADVERTISING EXPENDITURES**

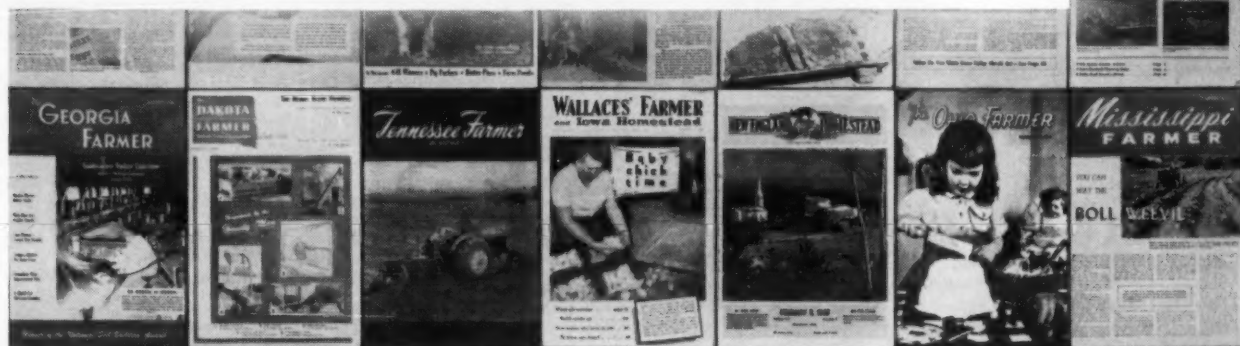
	1957	1956
Newspapers .....	\$ 382,745	\$ 482,260
Magazines .....	1,665,584	2,060,476
Farm Publications .....	51,815	83,250
Business Publications .....	469,060	575,000
Network Television .....	2,194,989	1,890,933
Total Measured ..	4,695,133	5,091,919
Total Unmeasured ..	2,304,867	2,008,061
Estimated Total Expenditure .....	7,000,000	8,000,000

**MARKETING PERSONNEL**

- Sales**
- C. N. Painter, vp and general manager, floor and industrial operations
  - J. H. Binns, general sales manager, floor division
  - W. B. Tucker, general sales manager, industrial division
  - J. C. Feagley, vp and general manager, glass and closure division
  - R. H. Hetzel, assistant general manager and general sales manager, glass and closure division
  - H. R. Peck, vp and general manager, building materials operations
  - J. V. Jones, general sales manager, building products division
  - A. E. Pearce, general sales manager, insulation division
  - F. M. Ritts, general manager, export division
- Advertising, Promotion & Public Relations**
- Max Banzhaf, director of advertising, promotion and public relations
  - C. W. Moodie Jr., assistant director and



**State and Local Farm Papers . . .**



**4,760,000**  
**U. S. farm families**  
**spend over**  
**4 BILLION DOLLARS**  
**annually in**  
**retail food stores!**



**WANT TO SELL TOMAHAWKS IN SCALP LEVEL, PA.**

?

Scalp Level, it would seem, is a good market for tomahawks. But no matter what you have to sell, in Scalp Level or anywhere in the four-county Johnstown, Pa., market, your advertising budget should begin with the *Tribune-Democrat*.

You can be sure that your advertising in the *Tribune-Democrat* will be **READ** and **BELIEVED** by our 60,000 subscribers and their families.

Write today for Johnstown's **PERSONALITY PACKAGE**, filled with facts and maps that give character to the Johnstown market.

**The Tribune-Democrat**  
JOHNSTOWN, PA.

manager of advertising and promotion  
 A. H. Forster, assistant director and manager of public relations and staff services department  
 W. A. Mehler Jr., assistant manager of public relations and staff services department  
 Gray Playter, manager of advertising research  
 Clyde O. Hess, manager of public information services  
 Glen Dalrymple, manager of floor division creative section  
 D. J. Day, manager of building materials creative section  
 Roy Minet, manager of industrial and export creative section  
 Robert Wilcox, manager of glass and closure creative section  
 Donald Goldstrom, manager of special promotions section  
 J. V. Glass, manager of art and photographic section  
 A. F. Rudy, manager of production and budgetary control.

**ADVERTISING AGENCIES**  
 BBDO—floor, industrial, and glass and closure divisions—LeRoy Dreher, account executive.  
 Ogilvy, Benson & Mather—building materials—Douglas Bomeisler, account executive.

**Best Foods Inc.**

Best Foods Inc., New York, is the nation's 83rd largest advertiser, with total expenditures in 1957 estimated at \$9,000,000, of which \$5,278,112 was in measured media. Expenditures in 1956 were estimated at \$8,500,000, of which \$5,542,718 was in measured media. Current year expenditures are running about the same as last year.  
 Sales for the fiscal year ended June 30, 1957, were 1.1% under the peak set in fiscal '56. Net income fell 8.9% for the year. Sales in 1957 were \$114,007,493, compared with \$115,302,110 the year previous. Earnings were \$6,183,162, down from \$6,789,520 in '56.

■ In the first nine months of the current fiscal year, sales are believed to have gained modestly, although figures have not been

released. Final net rose 3.7%—\$4,327,559 compared with \$4,172,004 in the first nine months of the year before.

The 50-year-old company continues to be a leading producer in all three fields in which it operates: food, household fabric dyes, and shoe polishes. Most of its products maintain a strong brand position.

Skippy peanut butter is tops in its field, as are the company's Rit household dyes. The company also claims that its two mayonnaise brands (Hellmann's in the East and Best Foods in the West) combine to make Best Foods the country's No. 1 producer of mayonnaise.

■ Also leading sellers are the supplementary products to the mayonnaise line, including French dressings, spreads, tartar sauce, mustard with horseradish and Fannings' Bread & Butter pickles.

Nucoa margarine regained lost ground during the year and in the 1958 Consolidated Consumer Analysis of 22 markets, it placed first in six markets. Its share of market ranged from 1.2% in Milwaukee to 28.5% in Indianapolis. Shinola remains the nation's third ranking shoe polish with about 17% of the market.

In the East, the company markets Presto cake flour and several

**Top 25 Spot TV Advertisers**

Rank	Advertiser	Gross Time Expenditure	
		1957	1956
1.	Procter & Gamble Co. (1)	\$25,916,840	\$17,522,450
2.	Brown & Williamson (2)	12,988,920	11,288,620
3.	Continental Baking Co. (8)	10,190,060	9,415,940
4.	Sterling Drug (4)	8,635,890	8,823,300
5.	General Foods Corp. (3)	8,447,900	7,369,440
6.	Colgate-Palmolive Co. (6)	7,739,080	7,314,700
7.	Lever Bros. Co. (13)	7,642,980	6,383,100
8.	Carter Products (12)	6,995,260	5,732,480
9.	Miles Laboratories (10)	6,392,640	5,536,500
10.	National Biscuit Co. (9)	5,822,320	5,528,480
11.	Warner-Lambert Co. (7)	5,690,870	5,354,730
12.	Philip Morris & Co. (5)	4,941,470	4,810,530
13.	Robert Hall Clothes (14)	4,928,930	4,535,210
14.	International Latex Corp. (57)	4,722,660	4,450,490
15.	Coca-Cola Co. & bottlers (18)	4,207,890	4,400,900
16.	Adell Chemical Co. (99)	4,109,800	4,298,650
17.	Bulova Watch Co. (16)	4,050,400	3,800,990
18.	Liggett & Myers (15)	4,001,840	3,697,460
19.	American Chicle Co. (51)	3,726,800	3,487,860
20.	American Home Products Corp. (32)	3,589,680	3,332,620
21.	Ford Motor Co. (20)	3,436,050	3,181,730
22.	American Tobacco Co. (68)	3,145,930	2,849,350
23.	Charles Antell, Inc. (24)	3,066,630	2,376,670
24.	Pepsi-Cola Co. & bottlers (30)	3,038,650	2,374,920
25.	P. Lorillard & Co. (28)	3,018,660	2,148,610

( ) indicates 1956 rank

**KNOXVILLE—is one of the TOP 10 MARKETS of the United States as Selected by Rand-McNally Contact—ED or GLENN HICKS**



KNOXVILLE-NASHVILLE TENNESSEE  
**OUTDOOR ADVERTISING**

**\*Who do you want to sell to?**

Anybody who is anybody in Metalworking uses **THOMAS REGISTER**

Anybody who is anybody in the Electrical Field uses **THOMAS REGISTER**

Anybody who is anybody in Missiles and Aviation uses **THOMAS REGISTER**

Anybody who is anybody in Utilities uses **THOMAS REGISTER**

In Fact—anybody who is anybody in any field who wants to buy anything industrial, buys and uses **THOMAS REGISTER** to locate sources of supply.

\*Apologies to D. Webster et al.

**23,486 ABC Paid Circulation**  
**12,252 National Advertisers**  
**45,000 Paid Informative Advertisements**

*Prove it yourself* Call any number of purchasing agents—4 out of 5 will tell you they buy and use TR for purchasing



**THOMAS REGISTER**

Where Buying Inquiries are born!

**Thomas Publishing Company**  
 461 Eighth Avenue, New York 1, N. Y.

hot cereals (Cream Farina and three H-O oatmeals).

■ During 1957, the company continued to allocate the bulk of its budget to the broadcast media, increasing its spot TV expenditures and spending more money in radio than it had since the early days of the medium. For the first half of the year it sponsored "Our Miss Brooks," the "Garry Moore Show," the "Bob Crosby Show" (all CBS-TV) and "This Is Galen Drake" (ABC-TV). It sponsored "You Asked for It" (ABC-TV) for the entire year.

Last summer the company also tried out a new medium for Nucoa: a week-long skywriting campaign over New York City.

For Nucoa and Skippy peanut butter, Best Foods bills about \$2,000,000 each. About \$3,000,000 is invested in the line of mayonnaises and related products.

■ In one important change in its sales and distribution system, the company "incorporated the services of food brokers and grocery wholesalers for the distribution of mayonnaise products and margarine in several major market areas."

■ Best Foods has made two changes in its agency line-up. It shifted Rit dyes and Shinola shoe polishes from Earle Ludgin Inc., Chicago, to Sullivan, Stauffer, Colwell & Bayles, New York, which already handles H-O Oats, H-O Cream Farina and Presto cake flour. In Canada, the company consolidated its advertising with E. W. Reynolds Ltd., Toronto. Previously the accounts had been divided between W. H. Hayhurst Co. and Young & Rubicam, both in Toronto.

In July 1958, the proposed merger of Best Foods with Corn Products Refining Co. was announced. If the merger goes through Best Foods is expected to become a division of Corn Products, which is four times as large as Best Foods.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 830,870	\$ 1,341,486
Magazines .....	667,558	574,844
Farm Publications ..	12,770	19,640
Network Television ..	2,641,965	2,419,882
Spot Television .....	1,124,940	914,550
Outdoor .....	—	272,316
Total Measured ..	5,278,112	5,542,718
Total Unmeasured ..	3,721,888	2,957,282
Estimated Total Expenditures .....	9,000,000	8,500,000

**MARKETING PERSONNEL**  
 Sales  
 William A. Schroeder, vp sales, New York  
 E. Rojas, export sales manager, New York  
 J. M. Volkhardt, general manager, Rit and Shinola, New York  
 Raymond Sills, national sales manager, Rit and Shinola, New York  
 Frank Murphy, regional vp and general

manager, western region, San Francisco  
 Fred D. Goodyear, regional sales vp (western), San Francisco  
 Edward P. Kenny, regional sales vp (eastern), New York  
 Thomas E. Reynolds, regional sales vp (central), Chicago  
 Norman Williams, regional sales vp (southern), Atlanta  
 John R. Morgan, southwestern sales manager, Dallas

**Advertising**  
 (All located in New York)  
 Albert Brown, vp in charge of advertising and public relations  
 F. B. Hamilton, advertising manager  
 John T. Gray, assistant advertising manager

**ADVERTISING AGENCIES**  
 Dancer-Fitzgerald-Sample, New York—Hellmann's and Best Foods lines—George Beecher, account supervisor; Bill Gordon, assistant.  
 Sullivan, Stauffer, Colwell & Bayles, New York—H-O Oats, H-O Cream Farina, Presto Cake Flour, Rit dyes, Shinola shoe polishes—James D. Thompson, Frank Henderson, account executives.  
 Guild, Bascom & Bonfigli, San Francisco—Skippy peanut butter, Nucoa margarine—Henry Buccello, account executive.  
 E. W. Reynolds, Ltd., Toronto—Canadian advertising for mayonnaise and salad dressings, Nucoa margarine, Rit, floor wax.  
 Foreign Advertising & Service Bureau, New York—export—Joseph Palmer, account executive.

**Hazel Bishop Inc.**

Hazel Bishop Inc., the 100th largest advertiser, spent \$5,542,618 in measured media in 1957. In many ways Bishop is an exception among the top 100. For one thing, control of the company has subsequently passed to Television Industries Inc. (formerly C&C Television Corp.). For another, Raymond Spector, the dynamic agency man who built Hazel Bishop into a wonder product in the cosmetic field, says firmly that its 1957 expenditures were only \$4,500,000.

In its fiscal year ended Oct. 31, 1957, Hazel Bishop Inc. had sales of \$10,006,462, down slightly from \$10,270,994 for the previous year, and \$11,462,020 in 1955.

■ In each of those years the company incurred losses, and the losses were increasing in size. In the 1957 fiscal year net loss was \$996,048; in 1956, \$610,259; in 1955, \$460,177. In 1954, its last profitable year, its net profit was \$1,080,000 on sales of \$12,000,000.

Mr. Spector told stockholders in March that the advertising budget—then placed at "under \$5,000,000"—was being cut back. A letter from Bert Schwartz, Bishop's manufacturing vp, claimed, however, that the \$27,000,000 spent in advertising over the last seven years had brought the company to the place where four of 10 women in the U. S. now use at



## YOU'LL HAVE THE AUDIENCE...

There's an audience waiting to jack up the time-period that's proving to be your trouble spot. Here's the show that does that job—fast!

Why does "Public Defender" build solid audiences—fast? These are the reasons:

- ★ It's loaded with sleuthing suspense and terrific excitement, yet...
- ★ It's a family-type show, with no gore and no bodies, and...

★ The star, Reed Hadley, has tremendous popularity with women. In addition...

★ It's a big-budget, carefully made, quality show.

An audience pleaser—both sexes, all ages, and right for stripping. Any or all of the 69 segments of "Public Defender" will do a bang-up job for you... morning, noon, or night! To tighten up your programming *right now*

**Call your Interstate Television representative!**

**REED  
HADLEY**  
as the



# PUBLIC DEFENDER

NEW YORK, N. Y., 445 Park Avenue, MUrray Hill 8-2545  
 SAN FRANCISCO, CAL., 260 Kearny Street  
 CHICAGO, ILL., Allied Artists Pictures Inc., 1250 S. Wabash Avenue  
 DALLAS, TEXAS, 2204-06 Commerce St.  
 GREENSBORO, N. C., 3207 Friendly Road  
 TORONTO, CANADA, Sterling Films Ltd., King Edward Hotel

**Interstate  
Television**  
CORPORATION

least one Hazel Bishop cosmetic.

■ Mr. Spector told stockholders that the Bishop company had incurred "extraordinary costs in connection with the important organizational and marketing changes which were inaugurated in January of 1957, as well as in the complete repackaging of our entire line." He now reports that the first half of the 1958 fiscal year showed a sales gain and that the company earned \$102,000 for the period.

The company's annual report refers to unusual returns in November and December, 1957, approximating \$200,000, in connection with the repackaging program, but that these goods were mostly resold.

■ When Matthew Fox, president of C&C Television Corp., announced the Hazel Bishop acquisition, he noted that Mr. Spector would continue as president and chief executive officer of Hazel Bishop, and would continue to run Raymond Spector Co., Bishop's advertising agency.

But just this month it was announced that Robert G. Urban had resigned as exec vp of the Family Products division, Warner-Lambert Pharmaceutical Co., to become president and chief executive officer of Hazel Bishop, succeeding Mr. Spector, who continues as chairman of the board. At the same time the company announced a new marketing and advertising program under Mr. Urban's supervision, spearheaded by a television campaign using 5,000 spots weekly on 211 tv stations.

■ Mr. Fox sized up Hazel Bishop's earnings problems as follows: "It is common knowledge that the earnings of Hazel Bishop have been adversely affected up to now by its inability to achieve a healthy advertising expenditure ratio, despite its wide acceptance by the consuming public."

Although it was originally a newspaper advertiser, for most of the spectacular life of Hazel Bishop, it has been a television success story. It was the first cosmetic company to pioneer in tv, its success with "This Is Your Life" is legendary, and more than 40% of its sales were pumped into tv. It was evident that the C&C acquisition implied a shift from network television to spots in the barter network built up by the Fox group.

■ At present, Hazel Bishop lipstick is said to have a 20% share of the market, Complexion Glow (rouge) 32%, Liquid Makeup 12%, and Compact Makeup 14%, Nail Polish, 9%.

About 50% of sales volume is in the lipstick.

As a preface to the advertising expenditures below, it is well to remember that Mr. Spector says that total expenditure for 1957 was \$4,400,000, down from \$4,800,000 in 1956.

#### ADVERTISING EXPENDITURES

	1957	1956
Newspapers .....	\$ 79,355	\$ 79,355
Magazines .....	46,025	41,465
Business Publications .....		
Network television.....	5,192,193	2,523,959
Spot television .....	304,400	135,820
Outdoor .....		
Total Measured .....	5,542,618	2,780,590
Total Unmeasured .....		2,019,410
Total Estimated .....		
Expenditure .....	5,542,618	4,800,000

#### MARKETING PERSONNEL

Raymond Spector, president  
 Raymond Spector, chairman of the board  
 Robert G. Urban, president  
 Joseph Salganik, vp  
 Herman L. Johnson, vp  
 Raymond K. Meffen, vp  
 Edward L. Ochs, sales manager

#### ADVERTISING AGENCY

Raymond Spector Co.—Raymond Spector, account supervisor

### Borden Co.

The Borden Co., New York, which ranked last year as the nation's 25th leading national advertiser, invested an estimated \$24,500,000 in all forms of advertising and promotion, including \$8,820,057 in the measured media. In 1956, Borden spent an estimated \$23,700,000 for all advertising, a figure that included \$9,182,438 channeled into measured media. Originally ADVERTISING AGE estimated Borden's total promotion budget for 1956 at \$24,150,000 but subsequent information indicated a revision of that figure to

\$23,700,000.


Sales last year climbed to a record figure of \$931,220,662—better than 6% above the 1956 total of \$876,987,184. Borden reported that the new high in sales resulted from "higher prices for some products, an increase in the volume of goods handled and the consolidation of a hitherto unconsolidated subsidiary with sales of \$19,545,723." Borden's net income amounted to \$23,996,321—about 1.7% above the \$23,602,746 reported for 1956. Per share earnings were thus \$5.14 compared with \$5.01 in 1956.

■ Net earnings of the company in

the first quarter of 1958 came to \$4,213,057 (87¢ a share), a decrease of 9% from the \$4,640,986 (95¢ a share) reported for the corresponding 1957 period. Second quarter sales were \$230,612,842 and earnings were \$7,049,981. Thus first half sales were \$449,588,054 and net income was \$11,263,038, compared with \$454,052,226 and \$11,402,120 in the previous first half.

Borden revised its organizational structure in 1957. "Changing trends in food distribution indicated that a review of our marketing procedures and methods was needed," commented the com-

pany's annual report. As a result, Borden's cheese and food products operations were consolidated into one division, called the Borden Foods Co. Combined into this company were the Borden Cheese Co. and the Borden Food Products Co. Named as marketing vp of the new division was George M. McCoy, who previously was exec vp of Borden Food Products Co. Sam Thompson, who earlier was advertising and merchandising vp for the Food Products Co., now is vp of advertising and sales promotion of the new division. No advertising agency changes were made. Simultaneously, Borden com-



**126**  
 advertiser-sponsored  
 studies confirm  
 architect and engineer  
 preference for  
**Architectural Record**

bined all its food and dairy operations in two areas into new regional divisions. The Borden Co., western division, serving the Pacific Coast region, was announced last Oct. 1, and the Borden Co., southern division, handling business in southern and southwestern states, became effective last Jan. 1. The company said that the consolidation of these activities along regional lines was expected to result in "benefits similar to those that should result from the merger of cheese and food products operations on a national basis."

In March last year, Borden also formed a new marketing research

unit to serve all segments of the company. Robert E. Kahl, national advertising manager in charge of the general advertising department's merchandising and research, was named to take on the additional duty of managing the new unit. He is now marketing coordinator for the Borden Co.

■ Last year saw the company, which turns out something like 800 products, including 500 food items, and which sells nearly 3.3 billions of food packages annually, introduce a "completely new" product called Rich Roast instant coffee. Rich Roast was introduced

market-by-market. A new infant food was test-marketed by the special products division and Borden said the item "should be in national distribution before the end of 1958." This product is "Liquid Bremil." A new Instant Dutch chocolate flavored mix was put into test markets, and so was a new instant whipped potatoes. The company also developed "improved packaging techniques for our biscuits and for our cheese spreads and natural cheese slices." It also developed two new poultry feed products and a hog feed product. And in the chemical field, Borden introduced a water-base resin

emulsion, "first in the industry," that gives full gloss to water-base latex paint.

■ Since 1957 was "centennial year" for Borden, the company ran "an unusually successful advertising merchandising event, probably the most effective in company history." This was the Elsie's Twin-Naming contest, designed to support centennial sales and advertising campaigns. The contest attracted 2,963,103 entries—a "record for contests of this kind." Borden said that its "satisfaction with the contest derives from two sources." These were:

"Sales were obviously stimulated because virtually all contestants submitted Borden bottle caps or labels with their entries, and 577,792 entrants supplied evidence of a second purchase to qualify for a bonus prize. Many consumers were undoubtedly introduced to Borden products through the contest. Widespread interest in the event brought ready cooperation from retailers, and store managers selected the contest as one of the outstanding merchandising programs of the year."

Borden's also placed a "special campaign" of centennial advertising in the *Reader's Digest*. Its regular national advertising campaigns were continued in magazines and on television. "People's Choice," the Borden-sponsored night-time show seen on NBC-TV each week "attracted even larger audiences than in 1956" while another home-screen attraction, "Fury," was reported as "consistently one of the highest ranking of weekend children's shows." NBC-TV broadcasts "Fury" on Saturday mornings in nearly 150 cities.

■ Borden, which has a five-year plan, looks to invest about \$150,000,000 in new facilities by the end of 1961. The expansion and modernization program is expected to help Borden "handle an expanded sales volume" and hone its efficiency in the face of competition. Last year the company acquired the Lawrence Process Co., North Andover, Mass., a vinyl extruder.

The Borden Test Kitchen, in New York, now expanded, has facilities for the operation of a consumer sampling unit composed of about 300 home office employees. The panel serves "as a pre-testing unit before market research is extended to a broader cross-section of the public."

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers .....	\$ 2,037,519	\$ 1,380,333
Magazines .....	2,572,495	2,189,299
Farm Publications .....	122,060	122,271
Business Papers .....	100,000	132,200
Network Television .....	2,810,739	3,722,931
Spot Television .....	1,049,160	1,483,509
Outdoor .....	138,054	151,913
Total Measured .....	8,820,037	9,182,438
Total Unmeasured .....	15,679,943	14,517,562
Estimated Total Expenditure .....	24,500,000	23,700,000

MARKETING PERSONNEL  
Advertising  
Milton Fairman, assistant vp in charge

**Over two decades**—in 114 out of 126 studies SPONSORED BY BUILDING PRODUCT MANUFACTURERS AND ADVERTISING AGENCIES\*—architects and engineers have voted *Architectural Record* their preferred architectural magazine.

Especially significant—since 1957 *Architectural Record* has won 20 out of 21 independently sponsored studies by margins of up to 100%!

Beyond its clear implications for the readership of your advertising, the steady preference of architects and engineers for *Architectural Record* is reflected in two basic yardsticks of advertising value: *paid circulation* and *market coverage*.

More architects—and more engineers—subscribe to *Architectural Record* than to any other architectural magazine. And over 88% of the total dollar value of all architect-planned building, large and small, is *verifiably* in the hands of *Record* subscribers.

These exclusive values—plus the lowest cost per page per 1,000 architects and engineers—explain why year after year more building product advertisers place more advertising pages in *Architectural Record* than in any other magazine in its field. *Seventy-one per cent more in the first seven months of 1958!*

We would welcome the opportunity to discuss *Architectural Record's* advertising values in terms of *your* sales objectives. We think you will want the economical selling power and prestige of America's foremost architectural magazine behind your products.

\*Includes all studies for which results are available except studies conducted over the subscription lists of individual magazines or undertaken by publications for promotion purposes. A summary of all 126 studies is available on request.



# ARCHITECTURAL RECORD

"workbook of the active architect and engineer"

119 West 40th Street, New York 18, New York • Oxford 5-3000

Hiroshima Peace Hall Project  
Hiroshima, Japan; Architect: Kenzo Tange  
First presented to architects and engineers in *Architectural Record*.

In the leadership spotlight

Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

## WGN-RADIO

CHICAGO, ILLINOIS

of advertising and public relations  
 William B. Campbell, director of advertising  
 William H. Ewen, national advertising manager, print media and exhibits  
 Terry R. Rice, national advertising manager, television and radio  
 David Reid, national manager, point of sale and promotion  
 Lyle Smith, assistant national advertising manager, coordinator for milk and ice cream  
 Robert E. Kahl, marketing coordinator for the Borden Co.  
 George M. McCoy, vp, marketing, the Borden Foods Co.  
 Sam Thompson, vp in charge of advertising and sales promotion, the Borden Foods Co.  
 Will A. Foster, vp, public relations, the Borden Foods Co.  
 Robert J. Godfrey, advertising manager for export sales, the Borden Foods Co.  
 Eugene C. Holcombe, director of advertising and sales promotion, special products division  
 Richard G. Sanders, director of marketing and planning, special products division  
 William Gordon, advertising manager, Borden's pharmaceutical division and Marcella cosmetics

#### ADVERTISING AGENCIES

Young & Rubicam—fluid milk, ice cream, Eagle brand condensed milk, evaporated milk, cheeses, Hemo and other products. George Dippy, account supervisor.  
 Benton & Bowles—various products on television—Kenneth McCallister, account supervisor.  
 Doherty, Clifford, Steers & Shenfield—Borden's instant coffee, Pioneer ice cream division—Robert Hayes, account supervisor; James Frankenberry, account executive.  
 Fuller & Smith & Ross—chemical division—George Lyon, account supervisor.  
 Paul Klemner & Co., Newark—Prescription products division, including Marcella cosmetics—Herbert Freet, account supervisor; Alvin Anderson, account executive.  
 Lennen & Newell—Instant whipped potatoes—Philip E. Penberthy, account executive.  
 Dancer-Fitzgerald-Sample—Starlac (effective Sept. 1, 1958, following a transfer from Young & Rubicam)—Stuart Upson, account executive.

### Bristol-Myers Co.

Bristol-Myers Co., New York, the nation's 21st largest advertiser, wound up 1957 with a record advertising expenditure, estimated to be about \$25,000,000, compared with \$21,000,000 in 1956. Of the 1957 total, \$23,128,481 was in measured media (about two thirds in television), compared with \$16,607,020 in 1956.

Sales in 1957 passed the \$100,000,000 mark for the first time in the company's 70-year history. The total, \$106,847,000, was 19.5% ahead of 1956, and was the fourth consecutive year of increase. It was achieved without the benefit of about \$9,460,000 in sales realized in 1956 from two operating divisions (Rubberset and Sun Tube) which were sold that year.

Net earnings for 1957 were \$6,404,076, compared with \$5,586,168 in 1956. Income before taxes, \$14,193,970, was the highest in company history. Earnings per share rose from \$3.55 in 1956 to \$4.07 last year and dividends went from \$1.75 to \$2 a common share. 1957 activities of foreign subsidiaries and licensees brought in \$17,428,799 in sales and reported earnings of \$738,633. Proprietary preparations accounted for 73.6% of 1957 sales (they were 54.4% in 1952), ethical drugs 23.3% (24.7% in 1952). Increased sales and earnings have been recorded in 1958.

■ Besides setting sales and advertising records, B-M had a very active year on the corporate level. In January, 1958, another operating subsidiary was acquired with the purchase of Grove Laboratories, one of the country's oldest proprietary medicine makers, for \$8,300,000.

Several major changes in senior management were also made at the beginning of the year, as follows: Former chairman of the board Henry P. Bristol to chairman of the executive committee; former president Lee H. Bristol to chairman of the board; former president of Bristol Laboratories, Frederic N. Schwartz, to president of Bristol-Myers Co.; former

exec vp William M. Bristol Jr. to senior vp and former products division president Robert B. Brown to exec vp of Bristol-Myers Co.

■ Among the divisions, director Philip I. Bowman was named president of Bristol Laboratories, the ethical drug division.

In the products division, where most of the advertising dollars are spent, William M. Bristol III was named president of the division.

Alfred T. Whittaker succeeded him in his former post, market research director. E. Lloyd Bernegger, formerly exec vp in charge of sales, became exec vp and Edward Gels-thorpe took over as vp and general sales manager. F. Harry Fletcher was named vp and national field sales manager and Richard K. Van Nostrand, formerly assistant advertising director, was appointed vp in charge of special projects. John P. Kennedy and John H. Tyner were appointed to the newly

created posts of advertising supervisors. All of these appointments in the products division have taken place since January.

■ B-M's new products factory ground away steadily during the year. There were three introductions: Ipana Plus, Ipana Touch-n-Brush and Trig men's deodorant. Ipana Plus was the first to herald last year's packaging revolution in the dentifrice business. In a plastic squeeze container, the

product was launched last fall, just ahead of the pressurized can entries which subsequently compelled B-M to put out its own pressurized version, Ipana Touch-n-Brush. Sales of Ipana Plus have been termed disappointing and the container has had some leakage problems. Sales of Ipana's tube version have dropped, as its users theoretically swung to the other two packages. Over-all however, the three packages of toothpaste seem to put B-M in third place in



Everywhere  
 the men who  
 keep getting  
 ahead . . .  
 read

THE WALL STREET JOURNAL.

The National Business Daily

Published at:  
 Eastern Edition  
 NEW YORK & WASHINGTON, D. C.  
 44 Broad St. • 1015 14th St., N.W.

Midwest Edition  
 CHICAGO  
 711 W. Monroe St.

Southwest Edition  
 DALLAS  
 911 Young St.

Pacific Coast Edition  
 SAN FRANCISCO  
 1540 Market St.



that market, behind Colgate and Gleem.

Among the company's other products, Bufferin is probably among the top three aspirin products in unit sales and, because of its higher price (\$1.23 per 100 tablets in New York state), the highest in dollar volume. Just as three dentifrice products combined appear to have third place in that market, four deodorants—Mum, Mum Mist, Ban and Trig—in combination report first place in the

deodorant market with a share of about 25%. While Arrid cream deodorant is the No. 1 single product, Ban—for the same high price reason as Bufferin—is probably the leader in dollar sales, although no better than third place in share of market on a unit basis.

Other products include Vitalis hair tonic, a front-runner in some areas, but more often last in the close three-way battle between Vaseline, Wildroot and Vitalis; its share of market is between 15 and

20%. Trushay hand lotion has about 5% of the market. Other products: Ammens medicated powder, an all-purpose product; Sal Hepatica antacid laxative; the Trig men's roll-on deodorant, launched nationally last March, and Theraderm therapeutic dandruff remedy, which had a name change early this year from Theradan.

■ An extensive research program was in progress during 1957, with

record sums spent by all divisions for a total of more than \$4,000,000.

As in the past, television received the major share of the company's advertising appropriation, nearly \$15,000,000 going into network and spot television. Among the company's sponsorships were "Alfred Hitchcock Presents," "Playhouse 90," "Tombstone Territory" and "The Arthur Godfrey Show." At Bristol Laboratories, accelerated medical advertising and promotion was in progress, in-

cluding direct mail, advertising in professional journals and sampling by a growing sales force.

■ Getting down to measured media expenditures on specific brands, for Bufferin \$1,755,000 was reported spent in general magazines, \$164,000 in farm magazines, \$1,420,000 in newspaper sections, \$323,000 in dailies, \$3,600,000 in network television and \$403,000 in spot tv—a total of more than \$5,665,000 for the company's most advertised item. In unmeasured media, the brand has been an active sponsor of network and local radio news spots.

Next heaviest pushed product would be Ban, spending some \$4,575,000 in measured media as follows: \$3,000,000 in network television; more than \$500,000 in spot tv; \$500,000 in Sunday supplements; \$382,000 in magazines and \$140,000 in newspapers—a total of more than \$4,500,000. Ipana spent \$2,968,000 in network tv, another \$454,000 in spot and \$922,000 in general magazines. Vitalis reported almost \$2,000,000 in network tv, nearly \$500,000 in magazines and \$394,000 in spot tv. Mum got \$500,000 in magazines, \$100,000 in spot tv and close to \$300,000 in network tv. Some \$650,000 went into network tv for Trushay, \$133,000 into magazines. Sal Hepatica reported a \$500,000 expenditure in newspapers. Theraderm anti-dandruff formula measured \$492,000 in magazines, \$171,000 in spot tv. The whole anti-dandruff market, incidentally, got off to a frantic start last year but has not measured up to marketers' expectations, Theraderm not excepted.

■ Grove Laboratories, a wholly-owned subsidiary of Bristol-Myers since January, 1958, spent about \$5,000,000 for advertising in 1957, ADVERTISING AGE estimates. Of this, \$3,451,211 was in measured media. Grove joined the ranks of the 100 leading national advertisers in 1956, when expenditures were estimated at \$5,074,292, of which \$4,074,292 was in measured media. In 1958 Grove, whose marketing, sales and advertising operations are conducted independently of its Bristol-Myers parent, expects to spend "considerably more" on advertising than in 1957, partially because the manufacture, distribution and promotion of Minit-Rub was transferred from the B-M Products division to

These men have big and growing responsibilities.  
 Their buying power and buying needs are tremendous. Visualize them in hundreds of cities and hundreds of thousands of offices. This is not only the biggest business market . . . it is your best business market. And it is uniquely The Wall Street Journal's audience. What an advertising medium!



**EIGHT** times the coverage of any out-state daily in the double-rich market of Fargo, N. Dak. and Moorhead, Minnesota

See your nearest KELLY-SMITH Representative

**THE FARGO FORUM**  
and Moorhead Daily News

Grove in June of this year. More will be spent for all products in radio and spot tv, the company reports.

Among the company's products are Bromo-Quinine cold tablets, the Fitch line of shampoos, hair tonics and barber supplies, Pazo ointment and suppositories, 4-Way cold tablets, Citroid compound and NoDoz Awakeners tablets.

■ Of the approximately \$1,500,000 spent in unmeasured media in 1957, Grove allocated about \$1,300,000 in radio, a medium which the company likes "because its low cost fits in with the frequency of impression needed in cold remedy advertising," according to W. R. Testement, Grove ad manager. Bromo-Quinine's 1957 campaign

was almost entirely devoted to radio, split evenly between network and spot; Citroid was promoted in heavy radio saturation campaigns, and 4-Way cold tablets were promoted in campaigns on Negro radio stations in 30 cities.

In addition to its newspaper expenditure of about \$900,000, Grove spent \$18,850 in Sunday comics, \$206,618 in Sunday supplements and \$8,276 in college newspapers.

■ Grove, a privately-owned company before its purchase by Bristol-Myers, had sales estimated in excess of \$15,000,000 in 1957, up from 1956 sales estimated in excess of \$13,000,000. Increased sales of its cold remedy products credited to the waves of Asian and other types of flu, were cited as

the main reason for the company's brighter sales picture.

The lion's share of cold remedy sales are made in the "cold season," roughly September through April. Heaviest advertising, therefore, for these Grove products is placed during the fall and winter months.

■ During the year, no new Grove products were introduced, and no major personnel changes or marketing changes were made. A \$300,000 research program was announced by mid-1956, part of a program to place proprietary manufacturers on a more competitive basis with ethical pharmaceutical houses. According to James H. Grove, president, "to compete with the increasing number, and sales

volume, of prescription medications, the proprietary concerns must finance a far greater amount of original research for new and established over-the-counter items."

In its share of market, Fitch dandruff remover shampoo has certainly less than 10% of the shampoo market. NoDoz tablets, in its limited market, is the leader.

Grove still has four agencies, but certain products were reassigned, and Grove dropped and added an agency. In April, 1957, Benton & Bowles resigned the Bromo-Quinine account, estimated to bill about \$1,000,000, and Grove named Gardner to handle the account. Two years before, Bromo-Quinine switched to Benton & Bowles from Gardner, which had handled it for seven years. In the spring of 1958, after its "cold season" advertising was completed, Citroid moved to Gardner from Dowd, Redfield & Johnstone, thus eliminating Dowd, Redfield from the Grove agency list. Citroid has been billing approximately \$2,000,000 a year. When Minit-Rub moved into the Grove labs, Grove acquired a new agency, Doherty, Clifford, Steers & Shenfield, which had been handling the product for Bristol-Myers and still handles a number of other B-M products.

#### ADVERTISING EXPENDITURES (excluding Grove Laboratories)

	1957	1956
Newspapers .....	\$ 3,120,537	\$ 2,032,580
Magazines .....	4,818,029	4,209,077
Farm Publications .....	100,719	71,380
Business papers .....	100,000	100,000
Network television .....	12,489,954	9,132,455
Spot Television .....	2,131,010	864,040
Outdoor .....	269,232	107,488
Total measured .....	25,128,481	16,607,020
Total unmeasured .....	1,871,519	4,392,980
Estimated Total .....	27,000,000	21,000,000

#### BRISTOL-MYERS PRODUCTS DIVISION

##### MARKETING PERSONNEL

**Sales**  
Edward Gelsthorpe, vp and general sales manager  
F. Harry Fletcher, vp and national field sales manager  
Robert J. Foley, director of food store sales  
George S. McMillan, vp, special asst. to sales manager  
Frank R. Hale, director of chain store sales  
Irving J. Newfield, eastern sales manager  
William F. Huron, east central sales manager  
Robert O. Slaughter, western regional sales manager  
Burton Riordan, southwestern sales manager  
R. R. Schirk, midwestern sales manager  
Richard J. Caldwell, southern sales manager  
George A. Lee, western sales manager  
Carl W. Sherer, mid-Atlantic sales manager  
Robert R. Alexander, west central sales manager

**Market Research**  
Alfred T. Whittaker, director  
John E. Murphy, manager  
**Product Development**  
John J. Clarey, vp and director  
Edmund W. Morris, manager

#### Public Relations

Lee H. Bristol Jr., director of pr, products division  
George N. Burleigh, asst. director of pr, products division

#### Advertising

Donald S. Frost, vp and director  
John P. Kennedy, advertising supervisor, Bufferin, Ban, Ipana Plus, Trushay, Mum Mist, Vitalis Hair Cream  
John H. Tyner, advertising supervisor, Ipana, Ipana Touch-n-Brush, Theraderm, Vitalis, Trig, Ammens, Mum, Sal Hepatica  
Clayton J. Rohrbach, advertising manager, Ipana, Ipana Touch-n-Brush, Theraderm  
Michael K. Doherty, advertising manager, Ipana Plus, Ban, Vitalis Hair Cream  
Roger C. Whitman, advertising manager, Bufferin  
John H. Cookson, advertising manager, Vitalis, Trig  
Jack S. Morgan, advertising manager, Mum, Sal Hepatica, Ammens  
John C. Nicholas, advertising manager, Mum Mist, Trushay  
Eugene J. Milano, manager of professional advertising  
Ida C. Stewart, director of educational services

#### BRISTOL LABORATORIES INC., ETHICAL DRUG DIVISION

##### MARKETING PERSONNEL

**Sales**  
Richard A. Anderson, vp and director of marketing  
Charles T. Harrell, sales manager  
Roland H. Noel, sales coordinator  
**Advertising**  
John J. Mulcahey, advertising manager

##### ADVERTISING AGENCIES

Young & Rubicam—Bufferin, Sal Hepatica, Vitalis Hair Cream—Thomas R. Cox, account supervisor; Robert B. Osburn, account executive (Bufferin); Jack Moorman, account executive (Sal Hepatica); S. Brady Brown, account executive (Vitalis Hair Cream).

Doherty, Clifford, Steers & Shenfield—Ipana, Ipana Plus, Ipana Touch-n-Brush, Vitalis, Mum, Mum Mist, Theraderm, Ammens Powder—William E. Steers, account group head; Harry M. Ireland, account supervisor (Ipana, Ipana Plus, Ipana Touch-n-Brush, Mum, Vitalis, Theraderm, Mum Mist); Robert Hayes, account supervisor (Ammens Powder); Robert M. Curtis, account executive (Vitalis, Theraderm); E. Payson Fairchild, account executive (Ammens, Mum Mist); Kenneth W. Price, account executive (Ipana Plus); Charles A. Winchester, account executive (Mum); Robert Kelly, account executive (Ipana, Ipana Touch-n-Brush).

Batten, Barton, Durstine & Osborn—Ban, Trig, Trushay. Len Carey, management supervisor; Martin Devine, account group head; Dikran Donchian, account executive (Ban); John Leonard, account executive (Trig, Trushay).

#### BRISTOL LABORATORIES INC., DIVISION

Doherty, Clifford, Steers & Shenfield; Noyes & Sprull; Paul Klemtner & Co. Product assignments for this division revolve among these three agencies. Currently, this includes Tetrex, Azotrex and Kantrex.

#### GROVE LABORATORIES

##### MARKETING PERSONNEL

Gene K. Foss, marketing vp  
Lawrence A. Dunn, assistant to marketing vp  
John P. Farrell, assistant to marketing vp

##### Advertising

Reginald Testement, advertising manager  
Charles Howell, assistant to advertising manager  
Ernest Kurtz, assistant to advertising manager  
Ralph Greb, assistant to advertising manager

##### Sales

James Blair, merchandising manager  
Max C. Sisk, sales manager  
Don Cheswick, assistant to sales manager  
Harold Wurtele, sales supervisor  
Walter Coffman, Cleveland district sales manager  
Dexter Thornton, Atlanta district sales manager  
Richard Jarzemyky, Chicago district sales manager  
Burke Robison, New York City district sales manager  
James Russell, Los Angeles district sales manager

##### ADVERTISING AGENCIES

Gardner Advertising Co., St. Louis—Bromo Quinine, Citroid-Compound—Dave Ferris, account supervisor; Charles Butler, account executive.

Cohen & Aleshire, New York—4 Way Cold Tablets, 4 Way Liquid Cough and Cold Medication, Pazo ointment and suppositories, Fitch products—Frank Brady, account supervisor; Dean Sheffer, account executive.

Sidney Garfield & Associates, San Francisco—NoDoz Awakeners—Sidney Garfield, account supervisor.

Doherty, Clifford, Steers & Shenfield, New York—Minit-Rub—Robert Hayes, account supervisor; Payson Fairchild, account executive.



Rally  
round the  
mail,  
boys!

A tip of the lid to mailboys everywhere! Earnest students of advertising lore; trusted custodians of company "ins" and "outs"; swift couriers of call reports, research bulletins, schedules, confidential memos fraught with meaning. Many's the ad you start rolling . . . but what becomes of it once it appears? How many chances does it get to sell?

A little while ago, nobody could answer that question for sure. Media couldn't either . . . still can't — except for The Saturday Evening Post. Alfred Politz' new media measure — Ad Page

Exposure — *proves* that every ad page in the Post will be exposed to Post readers more than 29,000,000 times. Makes all your corridor commuting worthwhile, doesn't it?

Now, don't start delivering poison-pen letters to the media department . . . they know all about Post Ad Page Exposure power. Be aloof! Ignore all mail addressed to other media. You might even be promoted to the media department. Congratulations!



For a clear tabulating picture . . .

. . . call R & S—reports processed swiftly and accurately on any and all phases of market and other research projects—large or small.

Punching • Consistency Checking • Percentaging  
Tabulating • Coding • Pre-coding of Questionnaires

No charge for consultation or estimates — one  
cost per job, no hidden "extras"

#### RECORDING & STATISTICAL CORPORATION

New York 13, N. Y.: 100 Sixth Avenue. WOrth 6-2700  
Boston, Mass.: 566 Atlantic Avenue. LIberty 2-5365  
Chicago 6, Ill.: 223 West Jackson Boulevard. HARRison 7-7357  
San Francisco 11, Cal.: 560 Sacramento Street. EXbrook 2-4341  
Montreal, Canada: 407 McGill Street. PLateau 3831  
Toronto, Canada: 650 King Street, West. EMpire 4-8351



# A CITY LARGER THAN BALTIMORE IS HIDDEN INSIDE LOS ANGELES

319,422 families — hidden from  
your newspaper advertising  
if it's not in The Mirror News



## HOW'S THE PAY IN HIDDEN CITY?

It's way above average. In fact, 83% of the Hidden City providers earn \$4,000 or more in the well-paying occupations. They need the money, of course, because their wives are young (more than half are 39 or under) and love to go buy-buy. And they have lots more children than the families who read other Los Angeles metropolitan weekday newspapers. But they're doing quite well with the \$1½-billion they have to spend — on autos, apparel, appliances... and everything else you advertise in The Mirror News.



If your newspaper schedule reaches 100% of the families in any of these major cities:

Atlanta      Houston  
Kansas City      Milwaukee  
Portland

you're still covering  
a market smaller than the  
Hidden City of The Mirror News.

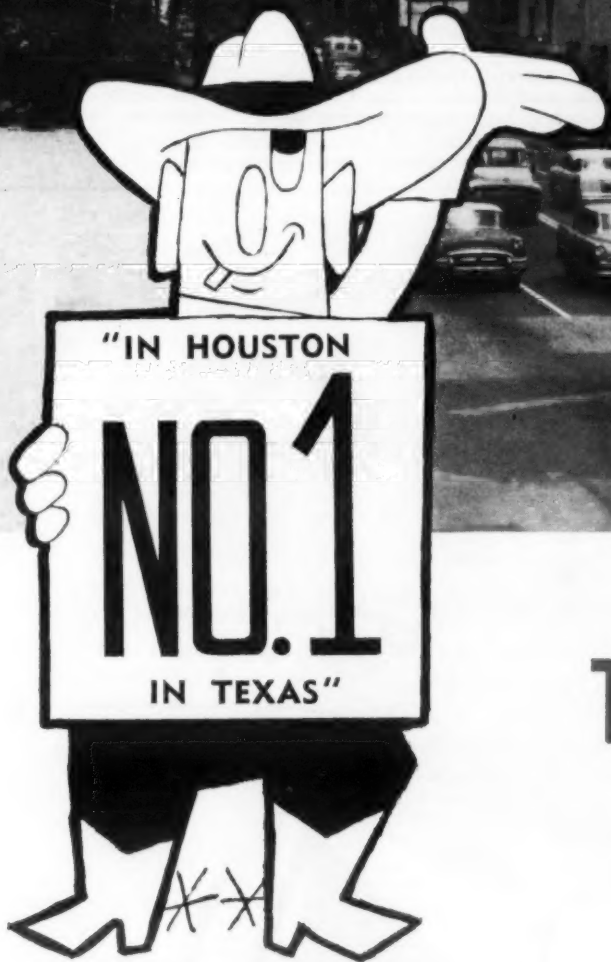


**LOS ANGELES EVENING  
MIRROR NEWS**

Represented by O'Mara & Ormsbee,  
New York, Chicago, Detroit, San Francisco

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER





SOURCE: MEDIA RECORDS

... and Houston Merchants Prefer  
**THE HOUSTON CHRONICLE**

The amount of advertising Houston merchants place in The Chronicle is evidence of their confidence in the power of The Chronicle to produce results.

FIRST SIX MONTHS RETAIL ADVERTISING

<b>CHRONICLE:</b>	<b>11,135,425</b>
<b>POST:</b>	<b>9,160,529</b>
<b>PRESS:</b>	<b>2,898,532</b>

It is important to know of the local advertisers' strong confidence in The Chronicle. Equally important is the fact that The Chronicle carries more general, automotive, classified, financial, and far more total advertising than both of Houston's other newspapers.

**THE HOUSTON CHRONICLE**

REPRESENTED NATIONALLY BY *THE BRANHAM COMPANY*

JOHN T. JONES, JR.,  
 President

R. W. McCARTHY,  
 Advertising Director

M. J. GIBBONS,  
 General Advertising Mgr.

The company makes Viceroy, Raleigh, Kool, Wings and du Maurier cigarettes; Sir Walter Raleigh pipe tobacco; Golden Grain, Old North State, Target, Bugler and Kite roll-your-own or cigarette tobacco; Bloodhound and Sun Cured plug tobacco and Tube Rose snuff. The largest sales component in the B&W stable is its cigarette brands. Of these, Viceroy, Raleigh and Kool get the major share of the advertising promotion.

The company continues in fourth place among the six leading cigarette makers in share of market—11.4% as mentioned above. American Tobacco is first with 29.4%; R. J. Reynolds second, with 27.7%, and Liggett & Myers third with 13.5%.

■ Viceroy, a king filter, was B&W's leading brand again in 1957. It ranked sixth among all brands, as it did in 1956, and showed a 7.5% gain over 1956, selling 27.3 billion cigarettes. Kool, in both a regular and a filter king version, ranked 12th in 1957, dropping from 11th place in 1956, with 5.7 billion regulars and 6.6 billion king filters sold. Raleigh, a king-size brand, lost sales, dropping 5.6% behind its 1956 score to sell 6.7 billion cigarettes.

Kool is Brown & Williamson's mentholated entry in the industry, and for years it dominated this segment of the cigarette market. In the last few years it has got increased competition from fairly recent entries, Liggett & Myers' Oasis and P. Lorillard's Newport. Kool continued to hold the lead among mentholated cigarettes in 1957, but Salem outsold Kool as a filter. Kool regulars sales kept it in the lead, however.

■ During 1957 B&W stepped up its measured media advertising considerably. As the ad expenditures indicate below, it almost doubled its spending in network television, its budget in this medium jumping from \$3,987,901 in 1956 to \$7,093,962 in 1957. The company continued to be a major user of spot television. Its spot tv spending this year hit \$12,988,920.

One notable change took place in its advertising setup during 1958. Joseph G. Crume, formerly advertising vp, moved to sales with James C. Goodson. John W. Burgard, formerly vp in sales, was put in charge of advertising.

The agency line-up remains the same, except that two of its agencies changed their names, Russel M. Seeds Co. being succeeded by Keyes, Madden & Jones, and Ruthrauff & Ryan by Erwin Wasey, Ruthrauff & Ryan.

#### ADVERTISING EXPENDITURES

	1957	1956
Newspapers .....	\$ 1,316,162	\$ 889,351
Magazines .....	1,776,401	1,137,011
Farm Publications ..	150,535	269,500
Network Television ..	7,093,962	3,987,901
Spot Television .....	12,988,920	11,286,620
Outdoor .....	25,428	187,232
Total Measured .....	23,360,346	17,706,675
Total Unmeasured ..	3,639,654	2,290,325
Estimated Total .....		
Expenditures .....	\$27,000,000	\$20,000,000

#### MARKETING PERSONNEL

**Sales**  
Joseph G. Crume, vp  
James C. Goodson, vp

**Advertising**  
John W. Burgard, vp

#### ADVERTISING AGENCIES

Keyes, Madden & Jones, Chicago—Raleigh cigarettes, Sir Walter Raleigh tobacco—E. Dean Landis, account executive.  
Ted Bates & Co., New York—Kool and Viceroy cigarettes, Tube Rose snuff—A. McG. Foster, account supervisor.  
Erwin Wasey, Ruthrauff & Ryan, Chicago—du Maurier cigarettes—J. E. Fiesch, account executive.

### Bulova Watch Co.

Bulova Watch Co., New York, the 94th largest national advertiser, invested an estimated \$7,600,000 in advertising in 1957, of which \$5,295,323 was in measured media. Bulova in 1956 spent an estimated \$7,500,000 in advertising, including \$5,781,334 in measured media.

Bulova's revenue picture was gloomy last year, with net sales of \$63,806,094 down \$12,429,035 from 1956 sales of \$76,235,129. Profits in 1957 were \$4,157,738, as against \$7,081,068 in 1956. Bulova attributed its sinking profits in 1957 principally to heavy cut-backs in defense business. Civilian sales were off only "slightly," the company reported.

Bulova's prospects for 1958 were bright, with the company reporting that new business booked in the quarter beginning April 1 exceeded new business booked during the entire previous year. In July, the U.S. Army named Bulova to make the complete fusing and arming system for its new Pershing ballistic missile.

■ In the wake of sliding defense business and higher costs, Bulova in 1957 announced it had taken "firm steps to reduce overhead to a point consistent with current levels of its civilian and defense business..." The company's measured media advertising budget,

most of it in tv, was one of the things cut.

Always a big spender in radio and television, Bulova in 1957 spent more than 70% of its total 1957 budget in network and spot television advertising.

■ Bulova's \$4,050,400 appropriation for spot television in 1957 was down nearly \$250,000 from 1956, although Bulova's outlay remains one of the largest expenditures for spot television by any one advertiser. In its annual report the company attributed its world leadership in the watch market to its "nationwide strategy" of tv spot commercials, which in 1957 reached "more people, more often, more effectively than all other watch advertising combined."

Bulova's network television activity last year was limited, with almost all of the \$1,233,923 expenditure spent in sponsorship of "The Frank Sinatra Show" over ABC-TV. Network spending in 1957 was cut \$238,461 from 1956.

Bulova will accelerate its network television activity in 1958 with short-term co-sponsorship this fall of the "Ed Wynn Show," "M-Squad," and "Dragnet," all over NBC-TV. Bulova's president John H. Ballard announced in July that the company's pre-Christmas ad campaign will be the biggest in the history of the "entire watch and jewelry industry."

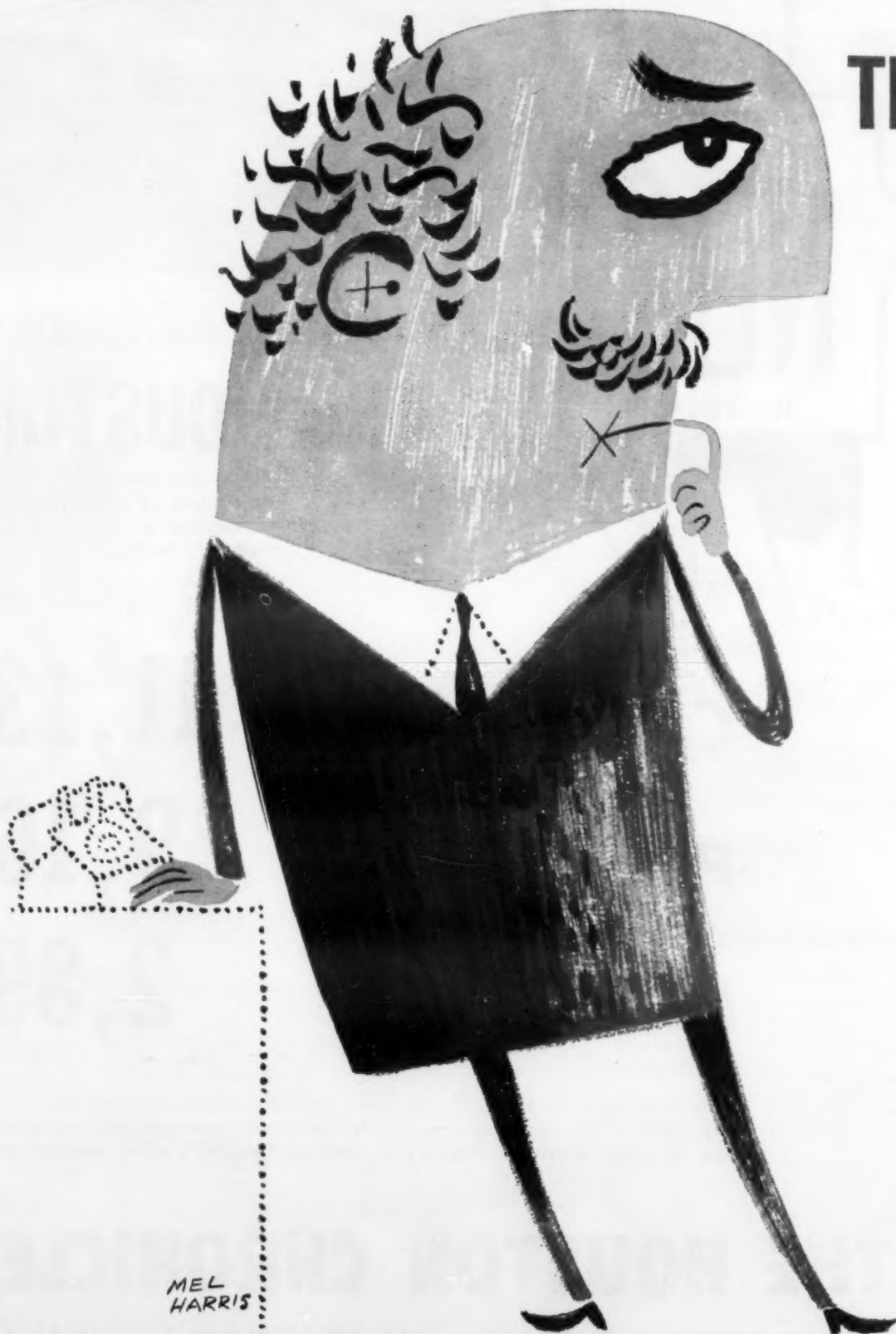
■ On the marketing front, Bulova in 1957 strengthened its hold on the U.S. watch market (ahead of such major competitors as Elgin, Hamilton and Benrus) with introduction of two new lines, the American Girl group of bracelet watches and the Martha Washington series. "Conspicuous success" was also reported in sales of Bulova radios, reportedly the leading portable line sold by jewelers in the U.S. The company is readying an expanded line of radios, particularly improved portable transistor types, for marketing in 1958.

While Bulova watches and ra-

dios hold top market positions in the U.S. (Bulova watches reportedly have 35% of the market), the company's line of electric shavers suffered heavy set-backs in 1957. The company reported that introduction of its electric shaver in an expanded market during 1957 "coincided with one of the most chaotic periods in retail history, which resulted in a severe deterioration in retail prices of all small appliances."

Bulova's 1958 outlook for electric shavers continued glum. In July the company announced deliberate curtailment of activities for the shaver line because of these adverse market conditions.

■ Bulova has three wholly-owned subsidiaries: Bulova Research & Development Laboratories, Bulova R&D Laboratories of California and Bulova Watch Co. of Canada Ltd. At the research and development laboratories, work is done in electronics, electromechanical devices, ballistics, photography and automation.



This is the first in a series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

In March, 1958, board chairman Arde Bulova died on the Pacific Coast. He was succeeded by Gen. Omar N. Bradley, board chairman of Bulova's research and development laboratories.

During the year, Bulova continued its agency relationship with McCann-Erickson, New York.

ADVERTISING EXPENDITURES		
	1957	1956
Magazines	\$ 11,000	\$ 10,300
Network Television	1,233,923	1,472,384
Spot Television	4,050,400	4,298,650
Total Measured	5,295,323	5,781,334
Total Unmeasured	2,304,677	1,718,000
Estimated Total	7,600,000	7,500,000

**MARKETING PERSONNEL**  
John H. Ballard, president and chief executive officer

**Sales**  
Emanuel Hochman, vp, director of sales  
R. H. Whidden, vp, sales manager  
Simon Gershey, vp, sales

**Advertising**  
Tad Jeffrey, advertising director  
Irving Holzer, sales promotion manager  
George Borkin, display manager

**ADVERTISING AGENCIES**  
McCann-Erickson, New York—all products—Edward R. Beach, management service director; George B. Norris, group head.

## California Packing Corp.

California Packing Corp., San Francisco, is the nation's 90th largest advertiser, with total expenditures in 1957 estimated by ADVERTISING AGE at \$7,250,000. Of this, \$5,276,382 was in measured media. Expenditures in 1956 were estimated at \$5,750,000, of which \$3,992,110 was in measured media. Ad expenditures in 1958 are expected to be slightly higher than in 1957.

Both dollar and unit sales volume set new records for Calpak for the sixth consecutive year in fiscal 1957, which ended last Feb. 28. Calpak reported that earnings were down from the previous year but were rated favorable by financial circles "due to management's ability to utilize its investment of \$87,000,000 in new and improved plant facilities over the past 10 years."

The pack made in the fall of 1949 is usually recognized as the first

postwar pack made under fully competitive conditions, according to Dean Witter & Co., investment banker, and during the eight-year period through the packing season of 1956, Calpak boosted its sales by 65% and its earnings by 79%. Earnings after taxes on the sales of Calpak's '56 pack were 4.4% of sales, compared with a 4% margin on sales of the 1949 pack. Witter reported that the success of Calpak's expansion and merchandising programs "is pointed up by comparing the profits after taxes of five other leading canning companies (Campbell Soup Co., Hawaiian Pineapple Co., H. J. Heinz Co., Libby, McNeill & Libby and Stokely-Van Camp), which fell from a ratio of 5.7% on the sales of their 1949 pack to about 3.9% on the sales of 1956 packs."

California Packing ended fiscal '57 with sales of \$325,451,558, exceeding fiscal '56 sales of \$287,632,236 by 13%. Sales for the first quarter of fiscal 1958 are 12% ahead of the same period last

year, the company reports.

Earnings for fiscal 1957 were \$8,427,828, or 2.59% of sales, compared with \$12,602,394, or 4.38% of sales in fiscal 1956. While the consumption of processed foods continued to expand, the canning industry was adversely affected by over-production. Abnormal yields per acre produced excess packs of many items and high inventories brought intense competition, Calpak reports. As a result, the industry experienced a severe profit squeeze from lower prices and higher costs.

Calpak is reportedly the largest packer of canned fruits and vegetables in the world, and markets more than 100 different food products, which include in addition to canned fruits and vegetables, dried fruits, fruit juices, catsup, tomato sauce and paste, coffee, various food specialties, pickles and canned fish, principally salmon and tuna. Products are sold primarily under the brand name, Del Monte.

Operating facilities in the U. S. embrace numerous canning and packing plants near sources of supply, and include ranches totaling 96,000 acres for raising fruits and vegetables. An additional 43 plants are operated in Canada by a 65%-owned subsidiary, Canadian Cannery Ltd., which markets both Del Monte and Aylmer brands in Canada. Pineapple growing and canning operations are conducted in Hawaii and the Philippines. Alaska Packers Assn., a wholly owned subsidiary, packs salmon in Alaska and the Puget Sound area.

During 1957, Calpak introduced several new products and product sizes. Two new juices, pineapple-pear and orange-apricot, have been test-marketed, and national distribution is planned as soon as production will permit. A large 20-oz. "family size" bottle of catsup was marketed nationally and a "family size" tin of tomato sauce was distributed in selected markets.

Pineapple-grapefruit juice, since its introduction in 1955, has become one of the three largest-volume items in the Del Monte line, and is the "undisputed leader in this new field," Calpak says. In its share of the market, Del Monte ranks first in canned fruit cocktail (three of every 10 cans of fruit cocktail sold are Del Monte), peaches and peas. Del Monte ranks second in corn (Green Giant is first). Of the three leading catsup brands, Del Monte is second, preceded by Heinz and followed by Hunt's.

Calpak made no major marketing changes during the year, and made no significant changes in advertising approach or agency affiliation. McCann-Erickson, which placed the first Del Monte ad in *The Saturday Evening Post* in 1917, has handled the account ever since. The company also has followed the same basic distribution and price policies for many years, feeling this consistency "makes for success."

The company also feels advertising should keep pace with its growth, and has been increasing advertising expenditures accordingly. However, it makes few changes in advertising policy. Calpak, which returned to net-

# IS MR. THINKBIGLY

... who likes to advertise in a big way, with big names, big shows, big space — all the things that he'd been told would put his company in the big time.

Mr. Thinkbigly did very well!

Then he discovered that he could get his advertising before bigger audiences by putting a good part of his budget in spot television. Now Mr. Thinkbigly is showing bigger sales, and a bigger profit — and he likes that in a much bigger way.

Your PGW Colonel would like to send you a copy of "A Local Affair", a booklet which will show you how big spot television is on the local scene, where sales are made—or lost.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N. Y. C.

WEST			MIDWEST			EAST		
KBOI-TV	Boise	2 CBS	WHO-TV	Des Moines	13 NBC	WBZ-TV	Boston	4 NBC
KBTU	Denver	9 ABC	WOC-TV	Davenport	6 NBC	WGR-TV	Buffalo	2 ABC
KGMB-TV	Honolulu	9 CBS	WDSM-TV	Duluth-Superior	6 NBC-ABC	KYW-TV	Cleveland	3 NBC
KMAU KHBC-TV	Hawaii		WDAY-TV	Fargo	6 NBC-ABC	WWJ-TV	Detroit	4 NBC
KTLA	Los Angeles	5 IND	KMBC-TV	Kansas City	9 ABC	WJIM-TV	Lansing	6 CBS
KRON-TV	San Francisco	4 NBC	WISC-TV	Madison, Wis.	3 CBS	WPIX	New York	11 IND
KIRO-TV	Seattle-Tacoma	7 CBS	WCCO-TV	Minneapolis-St. Paul	4 CBS	KDKA-TV	Pittsburgh	2 CBS
			WMBD-TV	Peoria	31 CBS	WROC-TV	Rochester	5 NBC
			SOUTHWEST			SOUTHEAST		
			KFDM-TV	Beaumont	6 CBS	WCSC-TV	Charleston, S. C.	5 CBS
			KRIS-TV	Corpus Christi	6 NBC	WIS-TV	Columbia, S. C.	10 NBC
			WBAP-TV	Fort Worth-Dallas	5 NBC	WSVA-TV	Harrisonburg, Va.	3 ALL
			KENS-TV	San Antonio	5 CBS	WFGA-TV	Jacksonville	12 NBC
						WTVJ	Miami	4 CBS
						WDBJ-TV	Roanoke	7 CBS



## PETERS, GRIFFIN, WOODWARD, INC. SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

To Blanket The Rural South — Use

### GRIER'S ALMANAC

2,200,000 CIRCULATION  
AUDITED AND VERIFIED BY

VAC

- Reaches over a million RFD box-holders.
- Blankets the Rural South from Virginia to Texas.
- First in Prestige. Has been published for 152 years.
- Readership is intense and loyal.
- Every advertisement next to editorial matter.
- Stays in the home the year 'round.

Write, wire or phone for rates, closing date and detailed information.

**GRIER'S ALMANAC**  
76 Central Avenue, S.W.  
Atlanta, Georgia





✓ Advertisers in New York News, 1957

✓✓ Spent more money in The News than in any other New York City newspaper

	Total U.S. Expenditure	Spent in N.Y. News	News % in N.Y.
✓ 1 General Motors Corp.	\$52,390,306	\$729,431	16.9
✓✓ 2 Ford Motor Co.	31,533,144	601,635	24.7
✓✓ 3 Chrysler Corp.	26,144,287	501,614	23.5
✓✓ 4 Lever Bros. Co.	14,288,510	606,840	47.8
✓✓ 5 Distillers Corp.— Seagram's Ltd.	11,781,350	669,431	33.3
✓✓ 6 Colgate-Palmolive Co.	8,663,208	393,149	43.0
✓✓ 7 National Distillers & Chemical Corp.	8,541,769	186,343	35.3
✓✓ 8 Schenley Industries, Inc.	8,295,414	181,515	36.1
✓✓ 9 Procter & Gamble Co.	7,939,655	246,390	47.5
✓✓ 10 General Foods Corp.	7,917,380	169,861	42.4
✓✓ 11 National Dairy Products Corp.	6,848,351	376,438	47.5
✓✓ 12 General Electric Co.	6,799,213	322,164	47.1
✓✓ 13 Philip Morris & Co., Inc.	5,464,195	278,027	43.3
✓✓ 14 American Tobacco Co.	5,265,110	238,983	32.8
✓ 15 Studebaker-Packard Corp.	4,804,199	93,153	24.9
✓✓ 16 R. J. Reynolds Tobacco Co.	4,600,007	160,994	38.0
✓✓ 17 Campbell Soup Co.	4,493,783	458,512	77.4
✓✓ 18 P. Lorillard Co.	4,205,610	202,941	28.4
✓✓ 19 Eastern Airlines Inc.	4,174,114	346,977	24.2
✓✓ 20 Hiram Walker-Gooderham & Worts, Ltd.	4,076,145	139,397	28.2
✓✓ 21 Quaker Oats Co.	3,839,399	198,935	67.3
✓✓ 22 Standard Brands, Inc.	3,743,465	117,263	27.7
✓ 23 Coca-Cola Co.	3,469,297	—	—
✓✓ 24 Gulf Oil Corp.	3,366,630	54,026	20.4
✓✓ 25 National Biscuit Co.	3,362,597	218,685	78.0
✓✓ 26 Gillette Co.	3,212,481	202,950	60.7
✓✓ 27 Armour & Co.	3,188,021	154,500	61.9
✓✓ 28 Bristol-Myers Co.	3,120,537	232,626	58.5
✓ 29 Pillsbury Mills, Inc.	3,114,078	55,666	32.6
✓✓ 30 Pepsi-Cola Co.	3,087,613	112,714	34.7
✓ 31 Doubleday & Co., Inc.	2,965,086	113,718	19.4
✓✓ 32 General Mills, Inc.	2,910,816	41,707	34.8
✓✓ 33 Goodyear Tire & Rubber Co.	2,906,589	133,490	75.3
✓✓ 34 American Motors Corp.	2,807,997	52,817	34.5
✓✓ 35 Liggett & Myers Tobacco Co.	2,763,668	182,470	41.7
✓✓ 36 Standard Oil Co. (Indiana)	2,763,047	6,595	26.9
✓✓ 37 Jos. Schlitz Brewing Co.	2,711,244	110,245	39.0
✓✓ 38 Westinghouse Elec. Corp.	2,686,786	55,566	42.3
✓✓ 39 Standard Oil Co. (N. J.)	2,682,164	117,449	36.4
✓✓ 40 Liebmann Breweries, Inc.	2,644,463	595,403	32.6
✓ 41 Socony-Mobil Oil Co., Inc.	2,563,252	64,035	20.0
✓✓ 42 Wesson Oil & Snowdrift Sales Co.	2,516,264	184,170	65.9
✓ 43 American Airlines, Inc.	2,498,676	96,225	17.8
✓✓ 44 Sterling Drug, Inc.	2,423,801	170,557	59.2
✓✓ 45 Kellogg Co.	2,422,979	122,126	57.8

In 1957 ...  
of the 100 leading  
general advertisers  
in newspapers

98 ran in New York City newspapers  
✓ 95 used the New York News  
✓✓ 70 spent more money in the News than in any other New York City newspaper

33¢ of every dollar spent by the 100 leading national advertisers in all New York City newspapers went to The News. The preference for The News includes 25 of the 29 grocery product advertisers listed, 3 of the 5 automobile, 6 of the 9 oil advertisers, 5 of the 9 distillers, 3 of the 4 insurance advertisers, and all of the drug product, cigarette and tire advertisers. In the New York market, there is no comparable substitute for the coverage, the quality audience, the influence and impact—and the economy—of the New York News, for any advertiser.

	Total U.S. Expenditure	Spent in N.Y. News	News % in N.Y.
46 Carnation Co.	\$ 2,409,464	\$ —	—
✓ 47 Trans-World Airlines, Inc.	2,387,818	162,017	22.2
✓✓ 48 Carter Products, Inc.	2,372,555	89,836	41.8
✓ 49 Curtis Publishing Co.	2,323,734	36,160	5.4
✓ 50 United Air Lines, Inc.	2,280,948	104,609	22.2
✓ 51 Hunt Foods & Industries Int.	2,270,875	4,710	2.7
✓✓ 52 Shell Oil Co.	2,240,129	60,300	37.4
✓ 53 Du Pont De Nemours & Co.	2,224,897	70,678	18.4
✓✓ 54 Philco Corp.	2,130,415	92,438	59.6
✓✓ 55 Continental Baking Co.	2,126,142	75,010	70.6
✓✓ 56 Warner-Lambert Pharmaceutical Co., Inc.	2,101,024	143,748	55.2

	Total U.S. Expenditure	Spent in N.Y. News	News % in N.Y.
✓✓ 57 Prudential Insurance Co.	\$ 2,066,847	\$115,081	56.9
✓✓ 58 Borden Co.	2,037,519	110,089	37.3
59 Wm. Wrigley Jr. Co.	2,030,673	—	—
✓ 60 Sun Oil Co.	1,988,756	46,119	30.6
✓ 61 G. F. Hueblein & Bros., Inc.	1,950,250	82,815	22.5
✓✓ 62 American Home Prod. Corp.	1,919,172	60,853	40.0
✓✓ 63 Nestle Co. Inc., The	1,889,158	155,868	42.2
✓ 64 Glenmore Distillers Co., Inc.	1,834,818	10,472	25.3
✓ 65 Pan American World Airways	1,824,054	59,849	9.6
66 Phillips Petroleum Co.	1,774,172	—	—
✓ 67 Renfield Importers, Ltd.	1,756,395	68,909	20.4
✓✓ 68 Swift & Co.	1,754,464	36,289	69.5
✓✓ 69 Standard Oil Co. (Calif.)	1,749,413	16,124	45.0
✓✓ 70 Hawaiian Pineapple Co., Ltd.	1,724,467	85,358	44.7
✓✓ 71 Publicker Industries, Inc.	1,718,057	98,068	41.8
✓ 72 Brown-Forman Distillers Corp.	1,672,502	7,042	11.7
✓ 73 Institute of Life Insurance	1,647,960	31,443	20.0
✓✓ 74 H. J. Heinz Co.	1,633,303	145,010	61.8
75 Stokely-Van Camp, Inc.	1,632,450	—	—
✓ 76 Time, Inc.	1,630,860	11,430	1.6
✓✓ 77 Johnson & Son, Inc.	1,575,904	104,421	52.6
✓ 78 Radio Corp. of America	1,572,306	142,130	39.5
✓ 79 National Airlines, Inc.	1,571,710	160,995	21.5
✓ 80 Delta Airlines, Inc.	1,519,608	60,561	23.4
✓ 81 Reader's Digest Assn., Inc.	1,504,352	44,783	27.0
✓✓ 82 Firestone Tire & Rubber Co.	1,456,512	66,378	57.2
✓✓ 83 Plough, Inc.	1,429,079	93,212	55.3
✓✓ 84 Anheuser-Busch, Inc.	1,381,452	105,944	74.5
✓✓ 85 Canada Dry Ginger Ale, Inc.	1,373,549	64,261	24.6
✓✓ 86 Corn Products Refining Co.	1,372,919	83,096	59.8
✓✓ 87 Cannon Mills, Inc.	1,366,753	67,897	55.9
✓✓ 88 Beacon Co.	1,322,401	160,162	40.0
✓ 89 Brown & Williamson Tobacco Corp.	1,316,102	45,956	19.7
✓ 90 Whirlpool Corp.	1,314,338	80,216	39.8
✓✓ 91 California Packing Corp.	1,310,805	84,999	54.5
✓✓ 92 B. F. Goodrich Co.	1,306,867	20,472	27.5
✓✓ 93 Sinclair Refining Co.	1,265,346	43,420	37.9
✓✓ 94 Rath Packing Co.	1,256,470	40,200	34.1
✓✓ 95 Allstate Insurance Co.	1,238,246	64,088	68.7
✓✓ 96 New York Life Insurance Co.	1,226,901	76,150	59.3
✓✓ 97 Stanley Warner Corp.	1,211,793	19,852	38.7
✓✓ 98 Helene Curtis Industries	1,205,572	116,394	69.6
✓✓ 99 Libby, McNeill & Libby	1,197,422	42,816	51.1
✓✓ 100 Motorola, Inc.	1,154,735	98,490	100.
TOTAL	\$395,551,133	\$14,164,951	33.1



feeds, dairy and beef feeds, rabbit feeds, calf mana and specialty feeds, Friskies dry and canned dog foods, Friskies cat food, grains and grain concentrates, soybean and corn oils.

■ Carnation also operates a big fresh milk and ice cream division which markets fresh milk, ice cream, cream, butter, cottage cheese and frozen novelties, principally in the West and Southwest. A major addition to this division in the past years has been the opening of a big new plant in Seattle, Wash.

Carnation also has a frozen foods division that markets fruit pies, meat and poultry pies, cream pies, cakes and cookie rolls. The division came into being about three years ago when Carnation acquired Mrs. Lee's Pies Co., Los Angeles. Marketing of these products has been extended into the Midwest, Southwest and South.

Other divisions supporting Carnation's operation are its can division, which makes all Carnation's evaporated milk and pet food cans, in nine plants in as many states plus in Aylmer, Ontario; the Carnation milk farms division at the company's farm in Carnation, Wash., and its research and laboratories division with facilities in California, Washington and Wisconsin.

■ Important changes in marketing personnel assignments have taken place at Carnation during the past year, following the election Feb. 22, 1957, of A. M. Ghormley as

president. Mr. Ghormley formerly was vp and assistant to the president.

Ralph R. Brubaker, formerly vp in charge of sales, is now sales vp in charge of all marketing activities of grocery store-marketed products. Henry C. Arnest, formerly assistant sales vp, is now sales vp for all grocery products. Dwight L. Stuard, formerly assistant general sales manager, is now assistant vp for sales and assistant to Mr. Arnest.

In the evaporated milk division, Marvin O. Clausen, formerly an account executive with Galen E. Broyles Co., Denver, has joined Carnation as general ad manager of the evaporated milk division, a new post. H. R. Chamberlin, formerly associate division ad manager, is now division ad manager under Mr. Clausen. Sidney H. Gilmore, formerly assistant general sales manager of the Albers and pet foods division, has been named to the newly created post of merchandising manager for the evaporated milk division.

■ In the instant products division, David M. Ghormley, formerly division manager, has been given added responsibilities covering production, marketing and merchandising. Jack B. Lindsey, formerly Chicago district sales manager for grocery products, has been named merchandising manager of the instant products division. Mr. Lindsey's former post in Chicago is now held by Robert L. Logsdon, formerly Indianapolis district sales manager.

Meanwhile, L. R. Johnson and

R. J. Davis Jr., formerly associate ad managers of the Albers and frozen foods divisions respectively, have been promoted to full ad managers.

Key personnel who have left the company are Edward A. Gumpert, formerly general ad manager for dairy products, who has become general product manager of Colgate-Palmolive's toilet articles division; Don Arvold, formerly general ad manager of the Albers and pet foods division, who has joined Batten, Barton, Durstine & Osborn, Los Angeles, and David K. McCourt, formerly ad manager of the fresh milk division, who has joined Campbell-Mithun, Minneapolis, as an account executive.

■ Carnation's advertising this past year, much of which has been in related items tie-in promotions and seasonal drives, has seen a gain in newspaper advertising of about 20% (more than half of it in supplements) and a sharp drop in both network and spot tv. The outdoor expenditure has increased about four-fold over 1956 and both farm and business publications show slight increases over 1956. Magazine expenditures are down about 10%.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 2,469,464	\$ 1,992,230
Magazines	1,683,430	1,875,316
Farm Publications	282,944	319,955
Business Publications	153,000	144,600
Network Television	2,854,120	2,500,406
Spot Television	396,530	1,154,340
Outdoor	340,829	86,819
Total Measured	7,350,319	7,895,756
Estimated Unmeasured	3,640,681	2,631,918
Estimated Total Expenditure	11,000,000	10,527,674

**MARKETING PERSONNEL**  
 Ralph R. Brubaker, marketing vp  
 Sales

Henry C. Arnest, vp for grocery product sales  
 Dwight L. Stuard, assistant grocery product sales vp

**Advertising**  
 Paul H. Willis, advertising vp

**ADVERTISING AGENCIES**  
 Erwin Wasey, Ruthrauff & Ryan, Los Angeles—dairy products, cereals, dog and cat foods, frozen foods and Albers feeds  
 James Vandiveer, T. W. Schwamb, H. W. Arthur, Melvin Smith, F. McMahon, C. Short, M. Minchin and W. Muller, account executives.

Harris & Montague Advertising, Salt Lake City—Morning and Columbine evaporated milk—R. T. Harris and Keith Montague, account executives.

Baker Advertising Agency, Toronto—All Canadian advertising—G. Cudlip, account executive.

**EVAPORATED MILK DIVISION**

**MARKETING PERSONNEL**  
 Advertising  
 Marvin O. Clausen, general ad manager  
 H. R. Chamberlin, ad manager  
 Sidney H. Gilmore, merchandising manager

ADVERTISING EXPENDITURES	
	1957
Newspapers	\$ 887,255
Magazines	823,259
Farm Publications	90,720
Business Publications	97,000
Network Television	1,636,893
Spot Television	89,488
Total	3,033,527

**INSTANT PRODUCTS DIVISION**

**MARKETING PERSONNEL**  
 Advertising  
 David M. Ghormley, division manager  
 H. M. Shackelford Jr., advertising manager  
 Jack B. Lindsey, merchandising manager

ADVERTISING EXPENDITURES	
	1957
Newspapers	\$ 665,569
Magazines	491,625
Farm Publications	60,800
Business Publications	38,900
Spot Television	15,060
Total	1,121,294

**ALBERS AND PET FOODS DIVISION**

**MARKETING PERSONNEL**  
 Advertising  
 L. R. Johnson Jr., cereals ad manager  
 L. Aldenhoevel, general ad manager for pet foods  
 G. A. Honold, pet foods ad manager  
 Robert Moore, ad manager for feeds

ADVERTISING EXPENDITURES	
	1957
Newspapers	\$ 630,350
Magazines	370,146
Farm Publications	67,761
Business Publications	17,100
Spot Television	266,280
Total	1,551,637

**FRESH MILK AND ICE CREAM DIVISION**

**MARKETING PERSONNEL**  
 J. Bryant, general sales mgr.  
 Robert E. Minco, advertising manager

ADVERTISING EXPENDITURES	
	1957
Newspapers	\$ 54,155
Spot Television	19,540
Total	73,695

**FROZEN FOODS DIVISION**

**MARKETING PERSONNEL**  
 R. F. Murphy, merchandising mgr.  
 Robert J. Davis, advertising manager

ADVERTISING EXPENDITURES	
	1957
Newspapers	\$ 347,716
Total	347,716

**Carter Products Inc.**

Carter Products Inc., New York, is the nation's 57th largest advertiser, with 1957 expenditures estimated to be about \$13,500,000, of which \$10,949,614 was in measured media. This compares with a 1956 estimate of \$14,700,000, of which \$8,756,664 was in measured media. (The company reported that advertising expenditures in the fiscal year ended March 31, 1957, were \$14,682,672.)

Last year spot television reported \$7,000,000 worth of advertising for Carter. The company's annual report says "approximately 80% of the total expenditure" for advertised brands went into television. Total ethical advertising is estimated at about \$1,500,000.

Sales for the fiscal year ending March 31, 1958 were \$42,469,620, a rise of less than 2% from the previous year's \$41,835,609. Net profit rose 25% to \$5,594,672, an all-time high. "The increase in sales of products advertised directly to the consumer and in new prescription products was sufficient to offset a decrease in the sale of meprobamate powder," from which tranquilizing pills are made, according to the company. Sales of advertised products were \$19,358,200, a 13.2% increase; prescription pharmaceuticals and meprobamate powder sales were \$23,111,400, down more than \$1,500,000 from the previous year's \$24,738,300. Prescription product sales represented 54.4% of total sales, packaged drugs and toilet goods 45.6% and export sales 7.6%. Income from royalties in the pressurized shave cream and tranquilizer markets amounted to a high

of \$3,130,876.

■ Founded in 1880 as the Carter Medicine Co., the company has been a tightly held family enterprise. Last year, spurred on by doubled sales mainly due to meprobamate, Carter became a public corporation, although more than 50% of the stock is still family-controlled. Carter's Little Liver Pills, the subject of an unending 16-year battle between the company and the Federal Trade Commission over the use of the word "liver," put the company in business but today account for only about 10% of total sales.

The company's ethical drug line, made by its Wallace Laboratories division, experienced a decline principally due to a drop in meprobamate powder sales. Carter says this is due to overstocking in the previous year and the entry of foreign manufacturers. Miltown, Carter's tranquilizer, dropped from the first ten to about No. 14 in the lists of largest selling prescriptions. Equanil, made by Wyeth Laboratories—one of many Carter licensees—maintained its No. 2 spot. To shore up its meprobamate business, Carter has gone into combinations of tranquilizers with other medicinals under names such as Milprem, Milpath and Miltrate. Other new ethical products launched during the year were Deprol, Mepro tabs and Meprospan.

■ New products in the toiletries field included Snow White, a pressurized toothpaste introduced around the beginning of the year and Carter's first entry into that market, and Arrid Whirl-In, a roll-on deodorant. Both are now in national distribution. Crew hair tonic has been in several test markets for about a year, but is currently rather inactive. First, an after shave lotion, was put on test in Binghamton, N.Y., last February. And in May, Carter quietly acquired the principal assets of the Frenchette Co., maker of Frenchette, Italianette and Mayonette low calory salad dressings, and is now operating it as a division.

Among the other advertised products, Arrid is probably the No. 1 deodorant in unit sales, but not necessarily in dollar volume. The company calls it "America's largest selling deodorant cream," and it, followed by Rise, are the heaviest advertised products. In measured media last year, Arrid spent \$3,776,280 in spot tv, \$1,291,659 in newspapers (much of this to push off Arrid Whirl-In nationally), \$346,970 in Sunday supplements and \$318,801 in magazines. Another \$1,020,230 went into spot tv for Rise, plus \$607,938 in network tv and \$250,109 in newspapers. The company says firmly that Rise—now in regular, menthol and lanolin forms—is "America's largest selling shave cream," a statement which must be placed with Colgate-Palmolive Co.'s similar contention for Palmolive Rapid Shave. Nair, with \$700,000 spent in spot tv, is called "America's largest selling depilatory" while the recently launched Colonaid is described merely as "a new and entirely different laxative."

■ Aside from the marketplace, Carter and Colgate are also at each other's jugulars in the courtroom. This past June, a Baltimore U.S. district court ruled that Colgate must pay treble damages and attorneys' fees to Carter for violating an injunction barring sales of freon-type pressurized shave cream. 1,600,000 cans are involved. At the same time the court ruled that Colgate's present hydrocarbon-type shave cream in not a violation of Carter patents.

The company spent \$805,000 for research in fiscal 1957, commenting that approximately 60% of present sales are from products

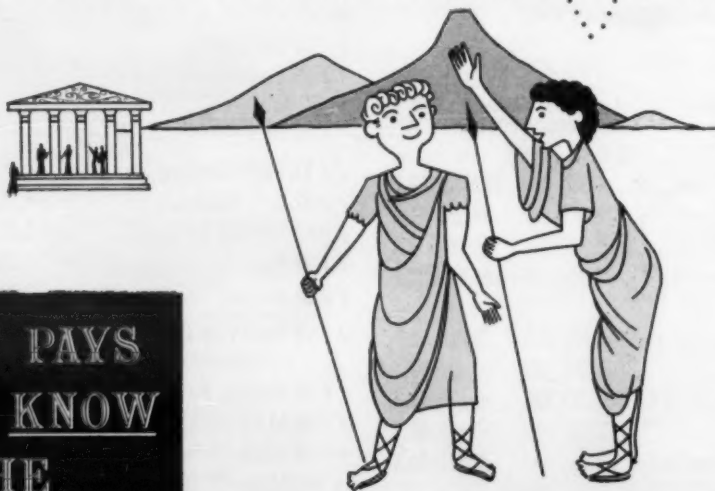
**METROPOLITAN CEDAR RAPIDS**

(LINN COUNTY)  
**2<sup>nd</sup>** Iowa's **2<sup>nd</sup>**  
 Second Largest Market!  
 ● In Population  
 ● In Effective Buying Income  
 ● In Total Retail Sales  
 ● In Most Retail Sales Categories

**The Cedar Rapids Gazette**

Circulation Over 63,000 Daily, 65,000 Sunday  
 FULL ROP COLOR SEVEN DAYS A WEEK  
 Represented by THE ALLEN-KLAPP Company

"Nonsense! It's been dead for years!"



**IT PAYS TO KNOW THE ANSWERS**

Many a slumbering situation can blow up like Vesuvius, burying the unwary who never knew what was coming. Things like this happen in the high-speed business of TV and radio advertising. That's why its decision-makers count on BROADCASTING as their surest seismograph to signal developments and give them the fullest, most accurate coverage of everything new. Their working partner can be yours—and for the get-acquainted pittance of \$1.75 to bring BROADCASTING every week for 26 weeks. Send name and address; we'll bill later.

**BROADCASTING**  
 1735 DeSales Street, N. W., Washington 6, D. C.

**Only  
four?**



**Yes,  
only  
four!**

**625,000**

*In Minnesota, North and South Dakota, Western Wisconsin*



*\*New York • Los Angeles • Chicago • Philadelphia*

Only **4** U.S. cities\*  
have newspapers with more  
circulation than the  
Minneapolis Sunday Tribune

**Minneapolis Star and Tribune**  
EVENING MORNING and SUNDAY

**625,000 SUNDAY • 495,000 DAILY**

*JOHN COWLES, President*

which did not exist five years ago and were developed by Carter research programs.

ADVERTISING EXPENDITURES	
	1957
Newspapers	\$ 2,372,555
Magazines	319,394
Network television	1,262,465
Spot television	6,995,260
Total measured	10,949,614
Unmeasured media	2,550,386
Estimated total	\$13,500,000
Expenditure	\$14,700,000

**MARKETING PERSONNEL**  
Philip Richardson, vp in charge of sales and advertising  
Henry H. Hoyt Jr., assistant to the vp in charge of sales and advertising  
John B. Erickson, director of brands  
John L. Sullivan, director of media

Charles Davies, general sales manager  
William S. Zierler, advertising manager, Frenchette division

**ADVERTISING AGENCIES**  
Ted Bates & Co., New York—William Gross, account supervisor; Carter's Little Liver Pills, James Kavanagh, account executive; Arrid Men's Spray and Nair depilatory, James Barker, account executive; Edgar Peck, account executive; other ethical products (Wallace Laboratories) including Deprol, Meprospan, Meprospan, Milprem, plus new products.

Sullivan, Stauffer, Colwell & Bayles, New York—Barrett Welch, account supervisor; Lee Abbott, account executive, Arrid and Snow White; Roland Marx, account executive, Rise; Crew hair tonic.  
Dancer-Fitzgerald-Sample, New York—Ramon Cabrera, account executive, Arrid Whirl-In.

Kastor, Hilton, Chesley & Clifford, New York—Henry Kastor Kahn, account supervisor, Colonaid laxative, First after shave lotion.

Cohen & Aleshire, New York—Lloyd Kronsoble, account executive, Frenchette, Italianette and Mayonette low calory salad dressings.  
Ted Gotthelf & Associates, New York—Ted Gotthelf, account executive, Milpath (Wallace Laboratories).

## Chesebrough-Pond's Inc.

Chesebrough-Pond's Inc., New York, is the nation's 73rd largest advertiser, with 1957 domestic advertising expenditures estimated

by ADVERTISING AGE at \$10,000,000, including \$5,694,370 in measured media. This compares with a 1956 estimate of \$9,500,000, including \$5,472,028 in measured media.

The company invested an additional \$5,000,000 on foreign advertising in 1957, and an additional \$3,500,000 on foreign in 1956.

Earlier this year (AA, April 7), the company released annual sales figures for the first time in its history. It showed 1957 sales at a record \$55,496,385, about an 8% gain over sales of \$51,504,158 in 1956 (AA estimated 1956 sales

at \$55,000,000). Net income for 1957 rose slightly to \$3,111,692 and earnings per share rose 7¢ to \$5.60. Dividends of \$4 per share were paid, extending the unbroken dividend payment record to 75 years.

Formed in 1955 by the merger of the 75-year-old Chesebrough organization and the 109-year-old Pond's company, Chesebrough-Pond's went on to establish an international division, and acquired Pertussin cough syrup from Seck & Kade in 1956. Last year "the most important domestic accomplishment of the year" was the assumption of distribution for all Vaseline brand products, terminating an 84-year-old contract whereby U.S. distribution had been handled exclusively by Colgate-Palmolive Co. Colgate chairman E. H. Little has stated that this business was worth \$15,000,000 in sales and \$200,000 in net profit to Colgate-Palmolive. To assume the distribution, an expanded sales force and warehousing facilities were necessary.

Last March the company created a domestic marketing division, a consolidation of all domestic advertising, sales, merchandising and market research operations, under the supervision of Andrew A. Lynn, vp of domestic marketing. Mr. Lynn, a Colgate-Palmolive veteran and more recently vp in charge of sales for Revlon Inc., joined Chesebrough in December, 1957, succeeding Edward D. Lane, who retired. The new marketing setup centers on a brand operation. The sales department was expanded from four to six divisions and the sales force increased 60%. Advertising is under the direct supervision of Albert B. Richardson, vp of advertising. Eugene J. Reilly was promoted to domestic advertising manager under Mr. Richardson.

Exploratory discussions, in progress for some time concerning a possible purchase of Hazel Bishop Inc. by Chesebrough, were dropped in March.

The company's international business "continued with marked success. Foreign sales were approximately 11% above 1956 and reached new record heights, while profits continued on the uptrend." Consolidation took place in Canada and expansion was in progress in Venezuela, India, Japan, Switzerland, Mexico, Lebanon and Italy.

There were also changes in advertising agencies, of which there are nearly 40 writing copy in 30 languages, to promote Chesebrough-Pond's products in 104 markets. A reassignment of agency responsibilities in April brought William Esty Co. into the stable, to handle Vaseline petroleum jelly, formerly at McCann. That agency added several "prospective new products" to its list. Pond's Angel Skin shifted from J. Walter Thompson to Compton, with JWT getting several new products.

Television advertising continued to play a major role in the company's promotion program. In mid-year a switch to daytime tv, which "offers an almost exclusive female audience at relatively lower costs," was made for Pond's beauty products. In October, "Conflict" was dropped and replaced with four top daytime vehicles. For the Vaseline line, the "Bob Cummings Show" was acquired on an alternate-week basis. Other advertising ran in 11 magazines, four Sunday supplements and newspapers. Overseas, 11 film shorts featuring Pond's products were made for distribution in 15 languages.

Getting down to specific products, domestically, about \$4,000,000 was spent for Pond's products



## No place for fishtails!

**Locale:** Greater WOODland in May

**Subject:** WOODland's Annual Antique Auto Tour

**Situation:** WOODlanders by the droves turn out to cheer the country's most distinctive antique auto affair

WOODlanders love new cars: last year they dropped \$564,900,000 on chrome and high horse power. Once a year, though, they forsake fancy fishtails to flock around the cars

Gramps used to drive. The dates this year were May 24-25 and about 100 lovable old clunkers made the grand tour through greater WOODland. WOOD-TV is always up front with locally-inspired programs that WOODlanders want — and watch. That's why WOOD-TV is WOODland. Ask the Katz man. He'll tell you.

WOOD-TV is first—morning, noon, night, Monday through Sunday—May '58 ARB Grand Rapids

WOOD-AM is first—morning, noon, night, Monday through Sunday—April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher.



# WOOD <sup>AM</sup> TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.



**How do you get anywhere in New York?**

**By subway. By suburban train.**

**By The New York Times. New York is 5 million families growing, needing, wanting, buying. New York is**

**The New York Times. New Yorkers live by it. It serves**

**them with the most news. It sells them with the most advertising.**

in measured media. Pond's cold cream, vanishing cream and dry skin cream are generally ranked No. 1 in their market; Angel Face (compact make-up) is probably No. 1 in unit sales but not in dollar volume. Pond's cleansing tissues, an unadvertised item, has less than 5% of that market.

■ Something over \$2,000,000 went into the Vaseline hair line and Valcream, the latter achieving full national distribution last year. The Vaseline hair tonic line usually plays nip and tuck with Wildroot and Vitalis for top rank, market by market. Valcream is aiming at front runner Brylcreem. Vaseline petroleum jelly is just about the only nationally sold product of its kind, with competition, if any, coming mostly from regional and private label brands.

Pertussin cough syrup, in its first full year under Chesebrough ownership, received a promotion hypo of perhaps \$500,000 and broadened distribution. This and the Asian flu epidemic "carried sales to a new alltime record, about 50% above 1956."

■ New products and new packaging were also in evidence during the year. Among the new products were Pond's Angel Touch, a liquid make-up/foundation, introduced in the U.S., England, Canada and Holland, and Pond's Clean & Sweet, a white lotion shampoo that was introduced in Australia and market tested in England. The long-familiar green and white Vaseline hair tonic labeling gave way to modern design in a repackaging program that also included Pond's Angel Skin.

Advertising expenditures listed

below, supplied by various statistical bureaus and associations, are pretty close to figures listed by the company—except for television. The company says it spent \$2,680,000 in network tv and \$620,000 in spot tv. These are lower than the figures below (supplied by the Television Bureau of Advertising) probably because TvB's figures are "gross" and do not allow for frequency discounts.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers .....	\$ 991,940	\$ 1,362,158
Magazines .....	724,271	885,786
Business Publications .....	100,000	100,300
Network Television .....	3,164,839	1,718,544
Spot Television .....	712,320	1,425,440
Total measured .....	5,694,370	5,472,028
Total unmeasured .....	4,305,630	4,627,972
Estimated Total Expenditure .....	10,000,000	10,100,000

**MARKETING PERSONNEL**  
Sales

Andrew A. Lynn, vp of domestic marketing  
Charles C. Hearn Jr., brand manager for proprietary products and Valcream  
Edwin F. Weigand, brand manager for "Vaseline" brand products  
William M. Cook Jr., brand manager for "Pond's" products  
Warren B. Dublin, brand manager for new products

Frank H. Orr, general sales manager  
Robert Neuffer, field sales manager  
R. T. Hulsey, manager of food store sales  
S. Young, sales promotion and syndicate sales manager  
A. W. Hedges, sales service supervisor  
C. A. Bonistall, northeast divisional manager  
R. C. Courtney, mid-Atlantic divisional manager  
T. J. Goode, southeast divisional manager  
F. B. Bamer, midwest divisional manager  
L. W. Lee, southwest divisional manager  
W. F. Burr, west divisional manager  
F. E. Hall, professional products sales manager

**Advertising**  
Albert B. Richardson, vp in charge of advertising  
Eugene J. Reilly, domestic advertising manager  
Charles S. M. Quigley, international advertising manager

**ADVERTISING AGENCIES**  
McCann-Erickson, New York—Peter Schaeffer, account supervisor; Bill Ennis and Frank Kirkpatrick, account executives—Vaseline hair tonic, Vaseline Lip-Ice Pomade and Pertussin cough syrup.  
J. Walter Thompson, New York—John Monsarrat, account supervisor; Sam Wolf and Art Porter, account executives—all Pond's products except Angel Skin.  
Compton Advertising, New York—Orville Chase, account supervisor; Richard Satterfield and James Bennett, account executives—Valcream and Angel Skin.  
William Ely Co., New York—George Chatfield, account supervisor, William Palmer, account executive—Vaseline petroleum jelly.

### Chrysler Corp.

Chrysler Corp., the nation's sixth largest corporation, measured in sales, ranks 7th as an advertiser.

The company spent an estimated \$72,300,000 on advertising in

1957, including \$59,128,399 in measured media. That represents an increase of more than \$12,000,000 over 1956 totals of \$60,093,000, including \$48,293,289 in measured media. Included in the increase was a boost of more than \$8,000,000 in newspaper ad expenditures last year, and a rise of almost \$3,000,000 in magazine expenditures.

■ Chrysler is weathering a rough storm this year, both in sales and profits, and advertising expenditures for 1958 are expected to be at least 10% lower than '57. The company is rumored to be holding off on drastic design changes until the 1960 models are introduced late next year, so the traditional last quarter spurt in advertising this year will probably not offset present cutbacks.

In 1957, Chrysler's measured media expenditures were distributed approximately this way: Plymouth, \$17,000,000; Dodge, \$13,600,000; Chrysler and Imperial, \$13,500,000; De Soto, \$6,000,000; Dodge trucks, \$1,700,000; and institutional, \$5,800,000.

■ Sales of all Chrysler Corp. products in 1957 amounted to \$3,564,982,510, as compared with 1956 sales of \$2,676,334,431. This was the company's best year for dollar sales, topping the previous peak of \$3,466,222,350 in 1955.

Unit sales of passenger cars and trucks in 1957 totaled 1,381,951, a gain of 28% over the 1,077,877 units sold in 1956. The company's passenger car sales during 1957 accounted for 19.5% of domestic retail sales of U.S. new cars, compared with 16.3% in 1956 and 17.1% in 1955.

■ All cars participated in the sales increase. Plymouth unit sales were 684,475, up more than 38%; Dodge sold 326,732 cars, an increase of 30%; De Soto sales were up 11% to 117,179 units; Chrysler sold 122,980 cars, up 20%; Imperial more than tripled its unit sales, to 37,916. Sales of Dodge trucks totaled 92,669 units, compared with 110,405 in 1956.

Figured on the basis of new car registrations during 1957, Chrysler products captured the following shares of the total market: Chrysler, 1.78%; De Soto, 1.74%; Dodge, 4.31%; Imperial, 0.55%; Plymouth, 9.95%, and Dodge trucks, 5.76%.

■ The company's export division during 1957 shipped 61,973 cars and trucks from U.S. plants, down from the 65,919 in 1956. Chrysler acquired assembly facilities in Venezuela last year.

Sales of military products in 1957 amounted to \$125,000,000, or

3.5% of the company's total business. This compared with \$165,000,000, or 6.2% of total sales, during the previous year. Defense sales during 1958 are expected to show an increase as the result of new contracts for Dodge trucks, M-48 A-2 tanks and intermediate range ballistic missiles. Chrysler is prime contractor for both the Redstone and Jupiter ballistic missiles.

The company's products in Canada are manufactured and marketed by its wholly owned subsidiary, Chrysler Corp. of Canada Ltd. Passenger cars sold during 1957 by Chrysler of Canada accounted for 19.1% of new car registrations in that country.

■ Expenditures for plant improvement and replacement in 1957 amounted to \$95,894,000, compared with \$124,969,000 during the previous year. During the past five years Chrysler has spent more than \$900,000,000 for plant improvement, expansion and tooling. This hefty investment, along with some \$90,000,000 slated for plant and facilities expenditures this year, is expected to help the company weather the recession storm, which it has thus far felt more deeply than Ford or General Motors.

Chrysler's "Forward Look" cars sold well when they were introduced in the fall of 1956. The ad claim: "Suddenly—it's 1960!" had some validity, since the company put styles on the market it had originally scheduled for 1960 models. The changes led to a financially successful year in 1957. But 1958 appears to be a repeat of 1956 when few styling changes were made and market share losses resulted.

■ During the first quarter of 1958, Chrysler unit sales totaled 185,888, compared with 420,880 units shipped during the first three months of 1957. That's a drop of 56%, compared with a 36% drop for Ford and a 17% drop for GM. The net loss for the quarter was \$15,139,802, compared to earnings of \$46,545,521 for the like period last year, making what is probably the worst quarter in Chrysler's 33-year history.

The company this month entered the small car field for the first time by purchasing Ford Motor Co.'s interest in Simca Inc., French auto builder. Ford owned about 15% of Simca stock. Chrysler will be the sole distributor for the foreign auto in the U.S. and Canada.

In 1955, Chrysler decentralized and broadened its top management staff, led by President L. L. Colbert. But in April of this year another big shakeup took place, this time with the emphasis on centralization.

■ Byron J. Nichols, general manager of group marketing since 1956, emerges as a powerful figure under the new arrangement, and has the title of group vp-automotive sales.

On the organization chart, Mr. Nichols would appear equal to six other highly-placed vps, including the group vp-automotive marketing, and the vp in charge of the corporate planning staff. They report to William C. Newberg, exec vp, who in turn reports to E. C. Row, 1st vp and chairman of the administrative committee.

But reporting to Mr. Nichols are the heads of the major car divisions, as well as general managers of their units. This gives added prestige to Mr. Nichols and his Automotive Sales Group.

■ Operating under the Automotive Sales Group is the general sales division, headed by E. C. Quinn, formerly in charge of the Chrysler division. The sales divi-

sion takes over the vehicle marketing formerly handled by Chrysler Motors Corp., which was established in November, 1956, to market all the corporation's automotive products. Chrysler Motors Corp. was known as the "group marketing organization"; it exists now in name only, and the group marketing organization has become the general sales division.

James Cope, who was named vp of corporate market planning in July, 1957, resigned last March. His duties now are handled by James Lawson, director of the market planning staff (a part of the new corporate planning staff).

■ Other staff changes brought about by the reorganization include:

● R. S. Bright, formerly group vp-basic manufacturing, is group vp-automotive manufacturing.

● Robert P. Laughna, formerly group executive, is vp in charge of the corporate planning staff.

● Irving Woolson, formerly head of the De Soto division, is vp and director of manufacturing services.

■ Heading the divisions as corporate vps and general managers are Harry E. Chesebrough (Plymouth), formerly director of product planning; M. C. Patterson (Dodge), in the same position; J. B. Wagstaff (De Soto), formerly sales vp of De Soto, and Claire E. Briggs (Chrysler and Imperial), formerly vp-sales of the Chrysler division. The former head of Plymouth, John P. Mansfield, has joined the staff of the 1st vp.

Richard E. Forbes, director of corporate advertising and sales promotion under the former alignment, continues with the same title in the general sales division. He is also responsible for coordinating divisional sales promotion and advertising.

J. C. Cowhey this month took over as director of advertising and sales promotion for the Chrysler division, replacing B. R. Durkee, who became exec vp of Botsford, Constantine & Gardner, Portland, Ore. Mr. Cowhey formerly was manager of the Detroit office of D'Arcy Advertising Co.

In February, McCann-Erickson resigned the Chrysler corporate and Chrysler and Imperial car accounts to take on the Buick business. Chrysler named Young & Rubicam (which resigned the Lincoln car account) to handle Chrysler and Imperial car advertising, and Leo Burnett Co. to do corporate advertising.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers .....	\$26,144,287	\$17,946,190
Magazines .....	10,362,273	7,740,412
Farm Publications .....	466,705	444,105
Business Publications .....	892,100	799,400
Network Television .....	18,915,776	18,198,264
Spot Television .....	1,013,750	1,914,160
Outdoor .....	1,333,508	1,250,753
Total Measured .....	59,128,399	48,293,289
Total Unmeasured .....	4,305,630	4,627,972
Estimated Total Expenditure .....	72,300,000	60,093,289

**MARKETING PERSONNEL**  
Automotive Sales Group

**Marketing and Sales**  
Byron J. Nichols, group vp—automotive sales  
William J. Bird, executive assistant to group vp

**Advertising**  
Richard E. Forbes, director of corporate advertising  
J. R. Barlow, manager-product advertising  
Roger Welch, manager-sales promotion

**General Sales Division**  
E. C. Quinn, vp and general sales manager  
Arthur B. Nielsen, director of field operations  
R. L. Biggers, director of fleet and government sales  
L. E. Nelson, director of new vehicle sales  
D. R. Crandall, director of marketing staff  
T. E. Waterfall, director MoPar division (parts and accessories)  
Charles P. Noonan, director, eastern marketing area

**NEW YORK PREMIUM SHOW**  
HOTEL ASTOR  
September 8-11

Sponsored by the Premium Advertising Ass'n of America  
Cordially invites those interested in the inspection and purchase of PREMIUMS to attend this annual trade show. Over 300 exhibits by America's foremost suppliers.

REGISTER IN ADVANCE—WRITE  
**ARTHUR TARSHIS ASSOCIATES**  
Show Management  
12 W. 72nd St., New York 23

**one! six! two!**  
**THAT'S PORTLAND MAINE**

Portland is number one in the U. S. among cities under 150,000 population; an ideal testing atmosphere for any product.

Portland is number six in the U. S. among ideal testing cities regardless of population; a fact due to a consistently stable economy.

Portland is number two of all testing cities in New England regardless of size; thus the ideal city in an ideal market area. (source: Sales Management)

100% coverage of city zone 94% coverage ABC retail, trade zone

**PORTLAND, MAINE NEWSPAPERS**  
PORTLAND PRESS HERALD ★ EVENING EXPRESS ★ SUNDAY TELEGRAM  
represented by Jellor Matthews Special Agency

More Proof of Newsweek's Strength:

# Newsweek Leads in New Advertisers

first six months, 1958\*

**N**EWSWEEK gained 105 new advertisers in the first half of 1958, the greatest number in the news magazine field.

Glance down the list. It covers many different fields, including travel, building materials, automotive, smoking materials, apparel, consumer services, industrial equipment, toiletries.

They have learned what hundreds of other NEWSWEEK advertisers already know: that to get the most out of this new period of competitive selling...  
**NEWSWEEK's  
the book!**

**105**

Apparel, Footwear & Accessories	3	5	Automotive, Auto Accessories & Equipment
Beer, Wine & Liquor	4	8	Building Materials, Equipment & Fixtures
Consumer Services	8	2	Drugs & Remedies
Freight, Industrial & Agricultural Development	3	3	Horticulture
Household Equipment & Supplies	1	2	Insurance
Industrial Materials	17	3	Miscellaneous
Publishing & Media	11	11	Office Equipment, Stationery & Writing Supplies
Retail & Direct by Mail	3	3	Radios, TV Sets, Phonographs, Musical Instruments & Accessories
Sporting Goods & Toys	2	4	Smoking Materials
		2	Toiletries & Toilet Goods
		10	Travel, Hotels & Resorts

Newsweek



\*Publisher's Advertising Service Records

**NEWSWEEK**  
**The Magazine for**  
**Communicative**  
**Advertisers**

E. M. Braden, director, central marketing area
Henry L. Shuster, director, midwestern marketing area
F. L. Suslavich, director, southern marketing area
E. P. Letacher, director, western marketing area

ADVERTISING AGENCIES
Leo Burnett Co., Detroit and Chicago—corporate advertising—F. Strother Cary, administrative vp; William Diener, vp and account executive; Robert H. Leonard, manager of Detroit office.
Ross Roy Inc., Detroit—sales and service training aids—W. W. Shaul, vp in charge.

PLYMOUTH DIVISION
MARKETING PERSONNEL
Sales
Harry E. Chesebrough, corporate vp and general manager
J. W. Minor, assistant general manager
W. Hartall Wilson, national sales consultant
Kenneth R. Porter, director of dealer relations
Advertising
L. W. Hagopian, director of advertising and sales promotion
William A. Hammond, advertising manager
J. G. O'Brien, assistant advertising manager

ADVERTISING AGENCY
N. W. Ayer & Son, Detroit—all products—Richard T. O'Reilly, account executive.

Table with 2 columns: Category, 1957, 1956. Includes Newspapers, Magazines, Farm Publications, Network Television, Spot Television, Outdoor, Total Measured.

DODGE DIVISION
MARKETING PERSONNEL
Sales
M. C. Patterson, corporate vp and general manager
L. F. Desmond, assistant general manager
J. B. Naughton, executive assistant to the general manager
Advertising
W. D. Moore, director of advertising and sales promotion
A. C. Thomson, advertising manager
W. L. Kessinger, assistant advertising manager, trucks
W. Osborne, assistant advertising manager, cars
Don E. Harding, sales promotion manager, trucks
R. L. Shugg Jr., sales promotion manager, cars
E. A. McAdams, manager truck sales

ADVERTISING AGENCIES
Grant Advertising, Detroit—passenger cars—Doyle W. Lott, account executive.
Ross Roy Inc., Detroit—trucks—Joseph G. Mohl, vp and account supervisor.

FREE LATEST NEGRO & SPANISH-PUERTO RICAN POPULATION FIGURES BY COUNTY IN METRO NEW YORK. Station WWRL, Woodside 77, New York City.

Table titled 'Top 25 National Outdoor Advertisers' with columns: Rank, Advertiser, 1957, 1956. Lists General Motors, Ford Motor Co., Anheuser-Busch, etc.

ADVERTISING AGENCIES
Grant Advertising, Detroit—passenger cars—Doyle W. Lott, account executive.
Ross Roy Inc., Detroit—trucks—Joseph G. Mohl, vp and account supervisor.

Table with 2 columns: Category, 1957, 1956. Includes Newspapers, Magazines, Farm Publications, Network Television, Spot Television, Outdoor, Total Measured.

DE SOTO DIVISION
MARKETING PERSONNEL
Sales
J. B. Wagstaff, corporate vp and general manager
Paul Herpolsheimer Jr., director of dealer relations
Advertising
James L. Wichert, director of advertising and sales promotion
R. Goodwin, advertising manager
A. C. Licata, administrative advertising manager

Table with 2 columns: Category, 1957, 1956. Includes Newspapers, Magazines, Network Television, Spot Television, Outdoor, Total measured.

CHRYSLER DIVISION
MARKETING PERSONNEL
Sales
Claire E. Briggs, corporate vp and general manager

W. E. Foraker, executive assistant to the general manager

ADVERTISING
J. C. Cowhey, director of advertising and sales promotion
Harry Ault, advertising manager
Keith R. Matzinger, sales promotion manager
Clifford C. Lockwood, administrative manager of advertising and sales promotion
H. H. Schamp, shows and exhibits manager

ADVERTISING AGENCY
Young & Rubicam, Detroit—Chrysler and Imperial cars—Joseph G. Standart Jr., account supervisor; Joseph R. Bracken Jr., account executive; Joseph J. Serigny, account executive; Philip O. Spelman, public relations account executive.

Table with 2 columns: Category, 1957, 1956. Includes Newspapers, Magazines, Farm Publications, Network Television, Spot Television, Outdoor, Total Measured.

CHRYSLER CORPORATION PARTS DIVISION

MARKETING PERSONNEL
Sales
T. E. Waterfall, president
Floyd J. Dugan, retail sales manager
S. J. Wall, wholesale sales manager
S. J. Henning, merchandising manager
Advertising
J. T. Davis, advertising supervisor
E. O. Kade, merchandising supervisor

ADVERTISING AGENCY
N. W. Ayer & Son, Detroit—MoPar Parts—George Malcomson, account executive.

SERVICE PARTS & ACCESSORIES SUPPLY DIVISION
H. Halld Zeder, general manager

Advertising
William J. Hampton, advertising manager
Raymond A. Cabot, supervisor, promotion programs
Donald S. Jefferson, supervisor, advertising programs

AIRTEMP DIVISION
Dayton, O.

MARKETING PERSONNEL
Sales
J. F. Knoff, vp-sales
M. B. Smith, director of sales planning
Sydney Anderson Jr., director of zone operations
Advertising
Leonard M. Call, merchandising manager

ADVERTISING AGENCY
Grant Advertising, Dayton—heating, cooling and refrigeration equipment—V. P. Black, vp and account executive.

MARINE & INDUSTRIAL ENGINE DIVISION

MARKETING PERSONNEL
Sales
C. C. Williams, vp-sales
M. J. Yost, industrial sales manager
E. E. Tritschuh, marine sales manager
Advertising
William M. Vollendorf, advertising manager

ADVERTISING AGENCY
Zimmer, Keller & Calvert, Detroit—Richard W. Long, account executive.

AMPLEX DIVISION

MARKETING PERSONNEL
Sales
Karl Kuhlen, sales manager
Advertising
Philip Glick, advertising manager
ADVERTISING AGENCY
Church & Guisewite, Midland, Mich.—Carl J. Zotter, account executive.

CHRYSLER CORP. OF CANADA (Windsor)

MARKETING PERSONNEL
Sales
C. O. Hurley, vp-sales
K. D. Heath, director of sales
Advertising
F. W. Martin, advertising manager
E. W. Irwin, director of merchandising

ADVERTISING AGENCY
Ross Roy of Canada Ltd., Windsor, Ont.—H. J. G. Jackson, vp in charge of Canadian operations; John T. Tee, account executive, Dodge, DeSoto and Dodge truck; John R. Markey, account executive, Chrysler, Plymouth and Fargo truck.

Coca-Cola Co.

Coca-Cola Co., Atlanta, Ga., is the nation's 29th largest advertiser, with total expenditures in 1957 estimated at \$22,455,543, of which \$13,455,543 was in measured media in the U. S. Coca-Cola is the most heavily advertised single product in the world. In 1957, the parent company and its bottlers in 104 countries spent in excess of \$40,000,000 for advertising.

The company reported a net profit in 1957 of \$29,919,776 after taxes and all other charges. It does not release sales figures. These are estimated in the bottling industry to have been about \$300,000,000. Corresponding figures for 1956 were \$29,196,584 and \$273,300,000. For the first half of 1958 the company reported a net income of \$13,593,021, compared with \$14,551,884 in the 1957 first half.

A major change in the executive personnel of the company was made last spring when Lee Talley, 56, president of Coca-Cola Export Corp., also became president of Coca-Cola Co. William E. Robinson, 58, former president, was elected chairman and remains chief executive officer. The former chairman, H. B. Nicholson, 62, remains chairman of the executive committee. Robert W. Woodruff, 68 (known as "Mr. Coca-Cola"), supervises the company, of which he is a major stockholder, as chairman of the finance committee.

Coca-Cola was first marketed in 1886 when 3,000 bottles were sold. In 1957, the company sold over 58,000,000 Cokes per day. The product is available in 1,800,000 places in the U. S. alone. These outlets are serviced by over 10,000 service trucks. About four-fifths of the com-

pany's business, including pre-mix contracts, is handled by Coca-Cola bottlers. The remainder is accounted for by more than 2,000 wholesalers who sell Coca-Cola fountain syrup to drug stores and other outlets.

About 1,000 of the company's 1,100 U. S. bottlers are marketing either or both the king and family-size bottles introduced in 1955. In the past few years Coca-Cola has opened new markets and stimulated sales through promotion of larger containers, notably the 26-oz. family-size bottles.

Foreign sales continue to be an important part of the company's operations. Its foreign business is estimated to account for about one-quarter of its total sales and profits. There are between 600 and 700 Coca-Cola bottling plants operating abroad.

Table with 2 columns: Category, 1957, 1956. Includes Newspapers, Magazines, Business Publications, Network Television, Spot Television, Outdoor, Total Measured, Total Unmeasured, Estimated total Expenditure.

MARKETING PERSONNEL
(New York)
Curtis H. Gager, exec vp
Felix W. Coste, vp and director of marketing
Advertising
Atlanta)
E. D. Sledge, vp and advertising manager

ADVERTISING AGENCY
McCann-Erickson, New York—Paul Foley, senior vp; Neal Gilliat, group head, national advertising; George Geise, management service director; Jack McClure, group head, sales division; Barry Dillow, account executive, national advertising.

Colgate-Palmolive Co.

Colgate-Palmolive Co., New York, is the 8th largest national advertiser, with total 1957 U. S. advertising expenditures estimated at \$64,000,000, of which \$40,558,614 was in measured media. The 1956 expenditure was estimated at \$67,000,000, including \$44,480,000 measured. Three major new product introductions in 1956 accounted for much of that year's higher budget. Nearly \$20,000,000 of the 1957 total was for network television. The company is estimated to have spent about \$50,000,000 in international advertising last year, which is not included in the above totals.

Worldwide sales in 1957 stayed over the half-billion mark, matching quite closely the 150-year record established in 1956. Total sales were \$506,910,000 compared with \$508,523,000 in 1956. Net earnings rose almost 30% to \$19,930,000 or \$7.81 per share, compared with \$15,477,000 or \$6.04 per share in 1956. For the first time since 1943 the company's financial results were published on a consolidated basis "so that the full significance of Colgate's worldwide business would be properly reflected."

Colgate-Palmolive is now virtually as big a company overseas as it is domestically, and twice as profitable overseas. There are 32 subsidiary companies and branches outside the U. S. and their 1957 sales rose to \$238,195,000, just \$30,500,000 shy of domestic volume. While Colgate earned \$6,946,000 at home in 1957, the foreign companies were netting \$12,984,000, of which \$7,473,000 was remitted home in dividends. Foreign sales rose \$21,000,000 last year while domestic sales dropped \$22,000,000. One of the reasons for the domestic drop was termination of the long-standing contract between C-P and Chesebrough-Pond's Inc., cov-

Don't Strait-Jacket Newspaper Selection

Says WALDO The Wizard of Waukegan

Buy Waukegan! A few media buyers think they can reach the Waukegan-Lake County market using metropolitan papers alone. "Can't be done," he says confidently. Over 50 out of the 100 top newspaper advertisers use the News-Sun. Why not join this select company next schedule you plan.

The Waukegan News-Sun

Represented nationally by Burke, Kuipers & Mahoney, Inc. C. R. Cunningham Nat'l Adv. Mgr.





# Where should advertising start?

You can no more build worth-while national advertising from the top down than you can build a skyscraper by starting on the 40th floor.

It's an upside-down way to work.

Successful national campaigns can't begin with brainstorming conferences or star-gazing sessions. They must start, instead, where the sale is to be made.

For even though manufacture, distribution and sales management are national in scope, sales themselves are still local. And in order to work at the local level, national advertising must solve pre-defined *local* sales problems.

That's what the right-side-up advertising prepared by Grant does. We think we're in an unusually good position to produce *national* advertising with *local* bite because we have a fully staffed Grant office close to almost anywhere you want to make a sale.

Now — where do you want to make a sale?

## Grant Advertising, Inc.



CHICAGO  
NEW YORK  
HOLLYWOOD  
DALLAS  
DAYTON  
DETROIT

SEATTLE  
SAN FRANCISCO  
MIAMI  
HAVANA  
NASSAU  
MEXICO CITY

MONTERREY  
CARACAS  
RIO DE JANEIRO  
SAO PAULO  
PORTO ALEGRE  
BELO HORIZONTE

MONTEVIDEO  
BUENOS AIRES  
LIMA  
SANTIAGO  
PANAMA  
TORONTO

MONTREAL  
LONDON  
BOMBAY  
CALCUTTA  
BANGKOK

NEW DELHI  
MADRAS  
KARACHI  
MANILA  
HONG KONG

SINGAPORE  
COLOMBO  
JOHANNESBURG  
CAPE TOWN  
SALISBURY

ering distribution of Vaseline brand products, which total about \$15,000,000 in annual volume.

For the first six months of 1958 worldwide sales reached a new high of \$265,446,000, an increase of \$10,572,000 over 1957. Consolidated net income for the period amounted to \$8,355,000 or \$3.25 per share compared with \$8,216,000 or \$3.20 per share in the previous first half. Sales for the second quarter of 1958 established a new quarterly record of \$137,150,000, with both domestic and foreign contributing to the increase. Last March, chairman E. H. Little remarked that he was "optimistic about this year and the future. Our optimism is backed by an increased domestic as well as foreign advertising and promotional budget. Colgate-Palmolive will maintain its advertising pressure in the most aggressive manner possible."

■ During 1957 Mr. Little presided over a sweeping divisionalization program, under the direction of exec vp Ralph A. Hart. The company was reorganized into two major divisions—Household Products, for all soaps and detergents, with William T. Miller as vp and general manager, and Toilet Articles, with C. Guy Grace as vp and general manager—plus an Associated Products department, for bulk and industrial sales and some new products, with Edward P. Field Jr. as general manager. Each division is now responsible for manufacturing, research and development, purchasing, packaging, advertising, promotion and sales of all its products. "In essence, each now has the authority to be fully responsible for profits and losses."

The divisions are backed by the corporate staff, composed of vps for marketing, employe relations, manufacturing, research and development, general counsel and finance. Best known of the corporate group in advertising circles is Stuart Sherman, vp-marketing, whose four-month leave of absence late in 1957, because of an eye illness, stirred up speculation of his resignation.

"His return to work late in January only served to prove the unreliability of trade rumor," the company states. In the course of

the divisionalization many important advertising and sales people severed their relations with the company. Among them: Michael P. Frawley, general sales manager, Household Products; Samuel Frey, media manager, Household Products; Tom Carroll, marketing manager, Household Products; Irvin Hoff, marketing manager, Toilet Articles. Mr. Frawley is now with B. T. Bab-bitt; Mr. Carroll with Lever Bros.; Mr. Hoff with Warner-Lambert Pharmaceutical Co. and Mr. Frey with Ogilvy, Benson & Mather.

■ As part of the reorganization, a sorely needed public relations department was established under the leadership of Spencer C. Valmy, director. Colgate's previous "no comment" policy, which often gave rise to rumors, is much less in evidence today. According to Mr. Valmy the pr department is not planned to match those of the company's two major competitors in size, but hopes to match them in activity through specialized free-lance talent and outside pr organizations for special projects.

The company has also established an acquisition/diversification program under the direction of Mr. Sherman. Its initial venture is not yet announced.

■ There were major developments on the litigation front in the past month when a Baltimore court ruled that C-P had violated a Carter Products patent and a May, 1955, injunction. The court awarded treble damages to Carter for Colgate sales of 1,600,000 cans of Palmolive Rapid Shave. At the same time, the judge ruled that the presently formulated Rapid Shave does not violate Carter's Rise shave cream, as Carter had claimed.

It was an even more active year on the agency front, as two long-time agency relationships ended. In November, Carl S. Brown Co. (now Brown & Butcher) abruptly resigned its Colgate business—Halo shampoo and Vel Beauty bar—billing together about \$3,700,000. Halo wound up at D'Arcy Advertising, a new Colgate agency, and Vel Beauty Bar at Lennen & Newell. As it got the Beauty bar, and an unnamed new

product to add to its list, L&N lost Vel powder, worth a little under \$2,000,000, to Norman, Craig & Kummel.

Then, in June, McCann-Erickson, which had been trying for a long time, cracked Colgate (domestically) by snatching the multi-million dollar Ajax cleanser away from Bryan Houston Inc., the agency which introduced the product (as Sherman & Marquette) and saw it go up and down in share of market. The Ajax loss was climaxed at Bryan Houston last month when the agency resigned the rest of its Colgate billings, \$2,000,000 in the Cashmere Bouquet line and "The Big Payoff" television show. At this writing, reassignment of this billing has not been made. C-P already has nine agencies, of which Bates is the largest.

■ In television, where Colgate spent more than \$25,000,000 last year, the company boasts a unique record: Of its four major tv properties, "Dotto" was the No. 1 daytime telecast, "The Big Payoff" was No. 2, "The Millionaire" and "The Thin Man" were No. 1 in their respective evening time slots, and the same was true of Colgate's participating shows, "Mighty Mouse" and "Sugarfoot." This month the company bought "The George Burns Show" on tv this fall.

Getting down to specific products and their share of market, Ajax underwent a formula change late in 1957 calling for the addition of bleach. It apparently is still No. 1 with about a third of the market (it was once 54%), but only a hair's breadth ahead of Procter & Gamble's fast-streaking Comet. Some \$4,000,000 is estimated to have gone into Ajax in 1957, most of it in television. Palmolive soap underwent formula and packaging changes as well, now has a different shade of color, scent and a foil package. Once jostling at the top as a bath and face soap, now it probably has no better than 10% of the market at the most, although it is reported rising since the changeover. It spent \$1,758,538 in network tv last year, another \$500,000 in magazines. Cashmere Bouquet soap has about 4½% of the market; its talc is believed to be the leader in its field.

■ Fab, No. 3 in the marketplace with about 10%, broke a major drive in April for Duratex with which Fab now "washes clothes cleaner, whiter and more lastingly odor free than any other washday product in the world." Some 25 textile manufacturers have tied in with the drive. Fab appeared in a new gold foil box in June. Last year Fab measured expenditures included \$2,016,558 in Sunday supplements, \$1,403,128 in network television, \$415,710 in spot tv, \$323,940 in magazines and \$153,121 in newspapers.

In the toilet articles division, new packages are in evidence for Halo and Lustre-Creme, the latter brand also sporting an additional item, Liquid Lustre-Creme. Colgate says both Halo and Lustre-Creme are No. 1 in their markets, although one survey, the 1958 "Consolidated Consumer Analysis," puts Halo in third place, behind Breck and Prell, while it shows Lustre-Creme solidly entrenched as No. 1 in the cream shampoo field with better than a third of the market. 1957 measured expenditures for Halo included \$522,880 in network tv and \$434,479 in magazines. For the Lustre-Creme line \$1,076,689 went into network tv, \$637,262 into magazines. Total advertising for all shampoos is believed to have approached \$7,000,000 last year.

■ The world's leading toothpaste, Colgate Dental Cream, did not it-

self undergo a change but the famous tube has been supplemented with an aerosol container. Introduced early in January it was the first of its kind in national distribution and has since been followed by most of its competitors. Reportedly, about \$10,000,000 went into Colgate's dental cream last year, a figure which may well be higher in 1958 when the aerosol expenditure is included. Some \$2,925,610 went into network tv, \$1,801,827 into newspapers and \$1,084,632 into magazines. Brisk tooth paste, the company's fluoride entry, has fared quite poorly in competition with P&G's Crest and is an acknowledged flop. About \$350,000 was spent in newspapers for Brisk last year.

Colgate-Palmolive's seven shave creams—the newest being a menthol added to Palmolive Rapid Shave—make it the world's largest seller of shaving creams too. The company says Palmolive Rapid Shave is the No. 1 seller, a statement which runs head on into Carter Products' similar claim for Rise.

Other products not already mentioned include Ad low-sudsing detergent, spending better than \$1,500,000; Florient, the company's successful room deodorizer, spending about the same; Kan-Kil insecticide, with a budget in the neighborhood of \$1,000,000, and the Colgate men's line, a secondary product group spending under \$1,000,000.

	1957	1956
Newspapers	\$ 8,463,208	\$12,335,541
Magazines	4,661,664	4,776,036
Farm publications	118,949	174,347
Network television	19,375,713	19,886,282
Spot television	7,739,080	7,314,700
Total measured	\$40,558,614	\$44,486,906
Total unmeasured	\$23,441,386	\$22,519,694
Estimated total expenditure	\$64,000,000	\$67,006,600

**MARKETING PERSONNEL**  
Edward H. Little, chairman of the board and president  
Ralph A. Hart, exec vp  
Stuart Sherman, vp, corporate marketing  
Spencer C. Valmy, director of public relations  
A. G. Kavner, manager, product publicity  
E. G. McDermott, consumer relations coordinator  
G. T. Laboda, director of radio and television  
Gregory T. Lincoln, asst. director of radio and television

**HOUSEHOLD PRODUCTS DIVISION**  
William T. Miller, vp and general manager  
John P. Kauffman, director of marketing  
D. A. Wells, general product manager  
E. E. Buckner, general sales manager  
R. Angelus, product manager, Kan-Kil, Kirkman products, Octagon products, Super Suds, Vel Powder  
R. J. Clark, product manager, Florient, Vel Liquid, Vel Beauty Bar  
T. J. Hennon, product manager, Ad, Cashmere Bouquet Soap  
D. W. Ross, product manager, Ajax, Palmolive Soap  
S. Rulon-Miller, product manager, Fab  
F. B. Satterthwaite, manager, market research  
W. T. Egan, manager, packaging  
W. M. Schmick, manager, new products

**TOILET ARTICLES DIVISION**  
C. G. Grace, vp and general manager  
R. E. Hilbrant, vp and director of marketing  
E. A. Gumpert, general product manager  
C. G. Green, general sales manager  
Kenneth B. Arrington, product manager, Colgate Aerosol Dental Cream, Colgate Ammoniated Tooth Powder, Colgate Chlorophyll Tooth Paste, Colgate Ribbon Dental Cream, Colgate Tooth Powder, Brisk  
Paul Byrne, product manager, Cashmere Bouquet cosmetic line, Palmolive Men's line  
J. A. Delmling, product manager, Lustre-Creme line, Veto line, Inner-Glow lipstick (Unassigned), product manager, Colgate Men's line, Halo shampoo  
M. Ward, manager, market research  
G. D. Miles, manager, packaging  
R. A. Harris, manager, new products

**ASSOCIATED PRODUCTS DEPARTMENT**  
E. P. Field Jr., general manager  
J. M. Nykiel, sales manager  
W. A. McConlogue, manager, new products  
**ADVERTISING AGENCIES**  
Ted Bates & Co., New York—R. Mont-gelas, Ronald C. Bradley, supervisors; Robert W. Castle, account executive, Frank Rich, asst. account executive, Colgate Ribbon and Colgate Aerosol Dental

Cream; Courtland P. Dixon, supervisor, E. B. Baker, account executive, Palmolive men's line; Brantz Bryan, account executive, toilet articles, new products promotion; Herbert G. Drake, supervisor, William J. Jost Jr., account executive, Fab; Dwayne L. Moore, account executive, Palmolive Soap; Robert F. Degen, account executive, Octagon, Associated products, trade for household products; Edward P. Heath, associate account executive, planning (Fab and Palmolive Soap).

Lennen & Newell, New York—Gordon Cates, account supervisor, S. M. Kenyon, account executive, Lustre-Creme products, Inner-Glow lipstick; H. W. Lowe, account supervisor, D. W. Thurston, account executive, Vel Beauty Bar, Vel Liquid Detergent; Fred Anderson, account executive, Ad detergent; unnamed new product.

**New York**  
John W. Shaw Advertising, John Cobb, account executive, Colgate shave creams, Colgate Instant Barber Shave, trade.  
D'Arcy Advertising, New York—John Garber, account supervisor, M. J. Leddy, account executive, Halo Shampoo.

Street & Finney, New York—W. G. Johnston, account executive, Florient, Kan-Kil.  
Norman, Craig & Kummel, New York—W. Fales, senior account executive, Veto deodorants; E. L. Whitney, account executive, Vel Powder.

Cunningham & Walsh, New York—W. T. Drew, account supervisor, E. C. Judd, account executive, Brisk, Super Suds.  
Charles W. Hoyt Co., New York—E. Hoyt, account executive, Kirkman products.

McCann-Erickson, New York—W. Spence, account executive, Ajax; unnamed new product.

## Continental Baking Co.

Continental Baking Co., Rye, N. Y., is the nation's 51st largest advertiser with total 1957 expenditures of \$15,802,175 (5.07% of sales), listed in the company's annual report. Of this, \$14,200,351 was spent in measured media. The previous year's expenditures were listed at \$11,809,416 (4.16% of sales) in the annual report. Of this, \$9,854,811 was in measured media.

The company estimated that 1957 advertising and sales promotion expenditures broke down something like this: Continental Baking, \$14,291,178; Morton's Frozen Food division, \$1,130,000; and Stewart's Inc. (snack items), \$129,000.

Continental's \$14,291,178 budget for bakery products was spent as follows: newspapers, \$1,929,480; network tv, \$706,690; spot tv, \$8,973,272; spot radio, \$463,173; outdoor, \$1,333,956; and miscellaneous, \$886,610.

Net sales for 1957 amounted to \$307,876,750, up 8.32% over the previous year's sales of \$284,206,892. Net income was up nominally, from \$7,512,423 in 1956 to \$7,761,715 in 1957.

Sales and earnings continued to climb during the first half of '58. Sales were \$158,097,729 for the first 26 weeks ended June 28, compared with \$150,532,184 a year ago. Income for the period was \$3,813,177, compared with the previous \$3,447,288.

■ Continental Baking and Stewart's operated profitably, but the Morton frozen food division showed a loss, although greatly reduced from the preceding year. During the fourth quarter, the division operated profitably.

Continental continues to be the country's largest commercial bread baker. During the year, sales of fresh baked goods (Wonder bread, Hostess cake and sweet goods) which account for approximately 90% of total sales, increased about 9%. Bread alone accounts for three-fourths of Continental sales. Morton's frozen foods account for about 7.5% of the company's sales; Stewart's potato chips, mayonnaise and snacks, distributed in the Southeast, about 2.5%.

■ Morton's ranks about 10th among all frozen food companies, but is the leading seller of frozen fruit or berry pies. It ranks second only to Swanson frozen foods in

**SOLIDLY**

# WISCONSIN'S THIRD MARKET

**NEW ABC CITY ZONE**

## 110,853

**RACINE COUNTY RANKS 3rd**  
**IN: POPULATION 128,600**  
**INCOME \$255,489,000**  
**SALES \$156,322,000**

**CONSUMER SPENDABLE INCOME**  
AMONG WISCONSIN NEWSPAPER CITIES  
*(per Family)*

**RACINE COUNTY \$6,779 (3rd)**      **RACINE CITY \$7,268 (3rd)**

**3rd in: AUTO-FOOD-DRUG**

The **RACINE JOURNAL-TIMES**  
and **Sunday Bulletin**

RACINE, WISCONSIN  
Represented Nationally by the  
ALLEN-KLAPP COMPANY

SOURCE SRDS  
MAY 1958

# Politz has been to the Doctor

When you advertise in a medical journal, what are you buying?

Circulation or readers?

Both, of course.

But how do you measure what you're getting?

You measure circulation from the publisher's audited reports.  
But readers—the people who may be exposed to your advertising  
—are harder to gauge.

What's needed is a scientific measurement of the  
magazine's audience.

That's why Alfred Politz Media Studies went to the doctor.

Politz measured the reading audience of the average issue of  
MEDICAL ECONOMICS by prescription volume, patient load,  
years in practice, and field of practice (G.P.'s and specialists).

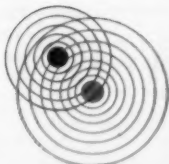
Politz found that 89,550 doctors—67.8 per cent of the physician  
market—read an average issue of MEDICAL ECONOMICS.

37,775 readers of MEDICAL ECONOMICS write 75 or more  
prescriptions per week. (That's 68.8 per cent of the 54,900 doctors  
who write that many prescriptions.)

The Politz study also describes *how* these 89,550 physicians read  
MEDICAL ECONOMICS... measures the number of doctors who  
have been helped and influenced by the articles in  
MEDICAL ECONOMICS... factors which bear significantly on  
advertising value.

Purpose of this study—the first by Politz in the medical  
publishing field—is to provide advertisers with reliable, usable  
information that may be helpful in judging the ability of  
MEDICAL ECONOMICS to expose advertising promptly and  
consistently to the medical profession.

MEDICAL ECONOMICS, INC. • ORADELL, N. J.



*"The Physician and MEDICAL ECONOMICS," a report on  
the Politz study in book form, will be available within the next  
few weeks to advertisers who sell the medical profession.*

selling frozen beef, poultry, and turkey pies.

During 1957, the company continued introduction of Profile bread, a special formula bread. Wonder enriched bread made with buttermilk was also introduced in 50 markets. Brown 'n Serve rolls made with buttermilk were introduced in all markets during the fall.

At the close of 1957, the company was one of several bakeries involved in a hassle with the Department of Justice over the labeling of "buttermilk enriched bread." The company was enjoined (1) against labeling its bread as buttermilk bread or buttermilk enriched bread and (2) against using nitrated flour (providing a yellowish buttermilk color).

ADVERTISING EXPENDITURES

	1957	1956
Newspapers	\$ 2,126,142	\$ 2,436,771
Magazines	34,700	130,960
Business Publications	25,000	30,000
Network Television	667,549	847,243
Spot Television	19,190,000	5,732,480
Outdoor	1,148,900	687,337
Total Measured	14,300,351	9,854,811
Total Unmeasured	1,461,824	1,954,605
Estimated Total Expenditure	15,662,175	11,809,416

MARKETING PERSONNEL

**Sales**  
 Cedric Seaman, vp in charge of sales  
 John Runyon, director of bread sales  
 Ellis Baum, vp of cake division  
 Cliff Issacson, director of cake sales  
**Advertising**  
 Les Mack Marshall, advertising manager  
 John L. West, assistant advertising manager  
 Victor Incurvia, promotion supervisor

**ADVERTISING AGENCIES**  
 Ted Bates & Co.—Continental Baking Co. products and Morton's frozen foods—

E. L. Hill, Continental account supervisor; James O'Neil, account executive, bread; Charles Crittendon, account executive, Hostess cake; Alman Taranton, Morton's account supervisor; Farrell Gilmore and E. L. Moore, Morton's account executives.  
 Rosengarten & Steinke, Memphis—Stewart's—Norton Rosengarten, account executive.

Corn Products Refining Co.

Corn Products Refining Co., New York, the nation's 63rd largest advertiser, invested an estimated \$11,800,000 in advertising in 1957, of which \$8,590,900 was in measured media. In 1956, the company's advertising expenditure totaled \$11,000,000, of which \$8,327,900 was measured. With the company's deliberate expansion into package goods marketing, advertising has increased spectacularly. In 1955, the company reported recently, the ad budget was only \$5,000,000.

Sales and earnings were up sharply in 1957 and the gains have been extended into 1958. Net sales in the U.S. and Canada moved from \$304,173,242 to \$331,871,534. Net income increased from \$21,091,380 to \$22,712,064.

■ Annual sales outside of the U.S. and Canada now exceed \$160,000,000. Corn Products operates plants in 17 countries and recently acquired the majority interest in C. H. Knorr Co., leading German manufacturer of dehydrated soups, bouillon cubes and related products.

Last month Corn Products and Best Foods Inc. announced they had reached preliminary agreement to merge. The merger would create a corporation with an annual sales volume of more than \$600,000,000. Best Foods is mainly a marketer of consumer packaged goods. Corn Products is the world's largest manufacturer of products made from corn but has been diversifying through acquisition of branded consumer products. Only a few years ago, packaged consumer products accounted for 23% of the sales dollar; today, it is 39%.

■ The major media change in 1957 was the increased use of network television. The company sponsored four NBC network shows, using them to promote

The Top 25 Business Paper Advertisers

Rank	Advertiser	1957	1956
1.	General Electric Co.	\$4,090,000	\$4,566,000
2.	American Cyanamid Co.	2,955,000	1,973,500
3.	General Motors Corp.	2,919,700	2,510,500
4.	E. I. du Pont de Nemours & Co.	2,800,000	2,117,400
5.	Allis Chalmers Mfg. Co.	2,496,100	2,146,300
6.	U.S. Steel Corp.	2,021,800	1,744,000
7.	Allied Chemical Corp.	2,000,000	1,875,100
8.	Westinghouse Electric Corp.	1,640,000	1,045,000
9.	Union Carbide Corp.	1,599,100	1,375,000
10.	Abbott Laboratories	1,400,000	1,061,000
11.	Republic Steel Corp.	1,387,700	1,193,200
12.	Caterpillar Tractor Co.	1,336,400	1,149,100
13.	Eastman Kodak Co.	1,300,000	1,250,000
14.	Westinghouse Air Brake Co.	1,287,000	1,000,000
15.	Smith, Kline & French Labs.	1,250,000	940,000
16.	B. F. Goodrich Co.	1,231,500	1,058,900
17.	Colorado Fuel & Iron Corp.	1,209,500	1,083,800
18.	Eli Lilly Co.	1,181,200	835,000
19.	Bendix Aviation Corp.	1,125,000	1,035,500
20.	Minneapolis-Honeywell Regulator Co.	1,100,000	1,125,600
21.	Merck & Co.	1,060,000	970,300
22.	American Home Products	1,000,000	127,900
23.	Ciba Pharmaceutical	1,000,000	1,000,000
24.	Food Machinery & Chem. Corp.	1,000,000	25,400
25.	International Harvester Co.	943,000	775,000

virtually all of the products in its consumer line. Television now accounts for well over half of the Corn Products advertising budget.

The three most heavily promoted items in 1957 were Mazola oil, NuSoft fabric softener and Bosco chocolate milk amplifier. NuSoft was introduced nationally with a \$1,500,000 budget. Bosco received \$1,800,000 worth of spot tv support. Mazola was down for \$1,175,000 in magazines and newspaper supplements, \$556,000 in newspapers and heavy mention on the network tv shows.

■ Mazola sales have increased by more than 60% in the past five years. It is one of the leading salad oils, though ranking well behind Wesson. As an all-purpose shortening, it brings up the rear of the market. Bosco sales have skyrocketed by 265% in the past five years and the product may now rank second to Hershey's syrup. It has been promoted very strongly to children.

Karo syrup, an old Corn Products standby, continues to be a strong seller. The company reported a sales gain for Kasco dog food but it is still outsold by a number of brands.

■ The company retains its strong position in the starch market. According to the 1958 "Consolidated Consumer Analysis," covering 22 markets, Corn Products holds down first, second and third places in the dry laundry starch market with Niagara, Argo and Linit. Argo is also the top-selling cooking starch. However, the character of the business is changing, with increased use of liquid starches. In the liquid market, the top seller is Staley's Sta-Flo, with Linit running a poor second.

A new corporate symbol was introduced in 1957—a calligraphic CP in red enclosed by a golden yellow circle of corn kernels.

Kasco and Niagara appeared in new packages last year and further changes in package design are being made this year.

ADVERTISING EXPENDITURES

	1957	1956
Newspapers	\$ 1,373,000	\$ 1,264,100
Magazines	1,400,000	1,955,200
Farm Publications	95,100	173,000
Business Publications	257,300	231,000
Network Television	2,931,000	1,455,300
Spot Television	2,477,500	2,840,300
Total Measured	5,590,900	5,327,900
Total Unmeasured	3,500,100	2,472,100
Estimated Total Expenditure	11,800,000	11,800,000

MARKETING PERSONNEL

**Sales**  
 Alexander N. McFarlane, president, Corn Products Sales Co.  
 W. A. Moore, vp, director of marketing  
 Richard J. Staib, director of grocery product sales  
 John M. Krno, vp, manager bulk sales development  
 Michael D. Mullin, director of bulk product sales

H. M. Mays, vp, feed product sales manager

Advertising

William E. Hecht, vp in charge of advertising  
 Robert Dobbin, assistant advertising manager  
 Russell Smith, assistant advertising manager

Public Relations

Robert C. Wheeler, vp, personnel and public relations  
 Howard F. Harris, director of public relations

ADVERTISING AGENCIES

C. L. Miller Co., New York—Karo syrups, Mazola, Niagara, Linit and Argo starches—William Mueller, account supervisor; L. G. Frierson, account executive (Mazola and Argo); R. S. Springs, account executive (laundry starches).  
 Donahue & Coe, New York—Bosco and Kasco—Joseph Joyce, account supervisor; Donald Gaudio, account executive (Bosco); Lawrence D. Benedict, account executive (Kasco).  
 McCann-Erickson, New York—NuSoft—Williams Ennis, account supervisor.  
 House of J. Hayden Twiss, New York—chemical products—William A. Smith, account supervisor.  
 Robert Otto & Co., New York—International—Monte Johnson, account supervisor.

Helene Curtis Industries

Helene Curtis Industries, Chicago, is the 66th largest national advertiser, with expenditures estimated at \$11,000,000, including \$8,524,237 in measured media. This was an increase above the 1956 expenditure estimated at \$10,000,000, of which \$7,453,304 was measured. The 1958 expenditures also are believed to be increased a little, largely because of new products.

Helene Curtis, a 31-year-old company that has had a remarkable success story in the business of helping make women (and lately, men, too) beautiful, hiked sales to a record \$48,826,763 in 1957. This compares with 1956 sales of \$42,100,000, up 50% over \$27,800,000 in 1955.

■ Contributing to the increased sales and advertising were the addition of three new companies in 1956 and promotion of new products in both 1956 and 1957. The companies purchased were:

1. The King's Men line of men's toiletries purchased from "42" Products Ltd., West Los Angeles. Curtis revitalized the line, advertised it nationally and merchandised it strenuously, adding outlets which formerly had declined the line because of the lack of national advertising. In 1957 Curtis installed new packaging equipment, including one entire line primarily for Kings Men products. Many have a new look for 1958, but a distinctive knight's head continues to be used prominently as the product image. Helene Curtis does not reveal its sales by divisions but the Kings

Men sales are at a record high.

2. All products previously made by Jules Montener Inc., Chicago, including Stopette.

3. The Lenthalic division purchased from Olin Mathieson Chemical Corp. All equipment necessary for packaging of Lenthalic, which was purchased by Curtis in late 1956, was moved to Curtis' Chicago plant and was operating in time for the 1957 Christmas peak. New perfume production facilities were set up, convenient to packaging lines, in a new building erected for this purpose.

■ During most of Helene Curtis' recent sales rise, earnings have gone up accordingly. Net profit after taxes soared 55% from \$1,400,000 in 1955 to \$2,200,000 in 1956. But net profit dropped abruptly to \$502,198 in 1957, a decline which board chairman Willard Gidwitz attributed to temporary problems related to acquisition of Lenthalic.

Mr. Gidwitz cited (1) the cost of moving Lenthalic facilities from New York and New Jersey to Chicago and (2) "very excessive" expenses incurred soon after the Lenthalic purchase when many dealers who had unsold stock as much as five years old turned it in for a refund, according to a previous company policy. Mr. Gidwitz said that otherwise the company probably would have reached its 1957 budgeted net income of \$2,750,000, and he added:

"The problem of Lenthalic is behind us now. The packaging has been modernized and 30% of the products have been discontinued as unprofitable. It's now a healthy and vital line and will contribute to Helene Curtis earnings in the future."

■ In 1958 the earnings picture appears greatly improved. Helene Curtis switched to a fiscal year last March 1. Audited earnings figures for the fiscal first quarter have not yet been released, but are expected to total about \$400,000—approaching the entire total for 1957.

The company was started in 1927 as a small supplier to several beauty shops. In the company's first two years brothers Gerald and Willard Gidwitz put \$5,000 into the company as it showed losses of \$75,000. The company turned the profit corner in 1930 when Gerald Gidwitz developed a simplified and cheaper electric permanent wave machine that proved a cost saver for salon operators in the depression era and helped establish a mass market for permanent waves.

The company then strengthened itself in the professional field by developing a complete line of volume-priced hair preparations for beauticians. The company switched to its present name—Helene for the original owner's wife, Curtis for his son.

■ By the mid-'40s Curtis products were sold to nearly 80% of beauty shops, most of them exclusive accounts, and the company dominated the field. In 1948 Curtis entered the retail market with a hefty magazine campaign for Suave hairdressing and Creme Shampoo. This entry into the home beauty care market, bolstered by steadily continued addition of new products, has seen sales skyrocket and produced an exceptional cosmetic and advertising success story.

For over-all marketing purposes, Helene Curtis Industries, the company's only corporate name, has divided itself into three divisions. These are the beauty division, Lenthalic division and products division. Each has its own merchandising and sales personnel.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Sales-sense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the data on 100 leading advertisers. The usual features will be back in their regular places next week.

Remarkable Rockford

- ★ 31st in the nation in spendable income per household!
- ★ 2nd largest machine tool center in the world!
- ★ 11th in the nation in postal savings!

Remarkable Rockford, Illinois is a market that can mean real profits for you. It is a growing industrial community . . . surrounded by a rich agricultural area.  
 For full details write for new **FACTS BOOK!**

A rich 13 county market of half a million people . . . covered completely by one media



ROCKFORD MORNING STAR  
 Rockford Register-Republic

# outdoor sells Dr Pepper five ways



Award Winning Poster designed by Grant Advertising, Inc.

- ➡ OUTDOOR SELLS THE SLOGAN
- ➡ OUTDOOR SELLS ENJOYMENT
- ➡ OUTDOOR SELLS REFRESHMENT
- ➡ OUTDOOR SELLS BRAND NAME
- ➡ OUTDOOR SELLS "REASON WHY"



**Mr. John C. Simmons**  
National Advertising Manager  
Dr Pepper, says:

"The main things we have to sell are refreshment and enjoyment. And because Outdoor Advertising sells them—and Dr Pepper—so effectively and economically, we have used this medium for over 25 years".

*8 out of 10 people remember OUTDOOR Advertising!\**

Standardized Outdoor Advertising, 24 and 30-sheet Posters—and Painted Bulletins.

**OUTDOOR ADVERTISING INCORPORATED**

NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM



60 EAST 42ND STREET, NEW YORK 17, NEW YORK · ATLANTA · BOSTON · CHICAGO · DALLAS · DETROIT · HOUSTON · LOS ANGELES · PHILADELPHIA · ST. LOUIS · SAN FRANCISCO · SEATTLE

\*Urban Poster Readers—Starch Continuing Study of Outdoor Advertising

# The DETROIT FREE PRESS is Michigan's FIRST Newspaper!

-FIRST WITH  
SO MANY READERS  
FOR  
SO MANY REASONS

FIRST  
daily in Michigan

Proudly serving  
the people  
since 1831



FIRST  
with ROP full color

Detroit's most  
colorful newspaper!



FIRST  
in editorial  
excellence

More awards, honors  
- including four  
Pulitzer Prizes



FIRST  
in circulation gains

Growing faster  
in past  
five years than  
evening papers



FIRST  
in advertising gains

Five year growth  
greater than  
evening papers



-you see the friendly  
Free Press everywhere!

**NATIONAL REPRESENTATIVE:**  
Story, Brooks & Finley  
**RETAIL REPRESENTATIVE:**  
George Molloy, New York

The beauty division, world's largest supplier of products for beauty shops, makes and sells almost 30 different kinds of permanent waves, at least 13 shampoos for professional use, many special hair preparations and treatments, cold wave accessories, machine and machineless supplies.

The Lenthéric division has all Lenthéric, Tweedie (a special fragrance line for little girls) and Kings Men products. The products division is responsible for all other products.

■ Helene Curtis, which has stressed research and development through the years, expanded its research and development laboratories by 50% in 1957. At the same time, manufacturing space was expanded and additional equipment was installed to meet production requirements of new products and the growth of established ones. And finished goods storage and shipping facilities were moved to a modern warehouse, enabling shipment of 50% more merchandise monthly.

Among the new products that have swelled Curtis sales is Enden, a dandruff treatment shampoo, introduced in cream form in September, 1956, and later made available in two other forms—as a lotion in nonbreakable plastic containers and, this year, as the new Clear Golden Liquid Enden. Enden, in these three forms, is the leading dandruff treatment shampoo, with a greater volume than the entire dandruff treatment field of several years ago. Among shampoos, where competition is strong, Enden rates No. 2 or 3 in some markets and 3 or 4 in many others. In 22 markets covered by "Consolidated Consumer Analysis" in 1958 Enden is No. 2 as a cream shampoo in ten markets and No. 3 in five others, behind Colgate-Palmolive's Lustre Creme, a strong No. 1. In these markets, Enden's share ranged from a high of 22.1% in Columbus and 19.8% in Portland to a low of 4.3% in Modesto, Cal.

■ Other Helene Curtis shampoos were up in sales in 1957 but did not rank so high. Shampoo Plus Egg, Curtis' next best selling shampoo, ranked about tenth.

Another major line in Curtis' beauty division is hair preparations, where a big item is Suave. Suave ranks No. 1 in women's hair dressings, where it has 40% of the market and is 3-to-1 over its nearest competitor.

In the deodorant field, Curtis' Stoptette is believed to rank about eighth or ninth. Arrid is believed first, and Bristol-Myers' full line of Mum, Ban and Trig, second. In 22 markets covered by "Consolidated Consumer Analysis," Stoptette ranks eighth or ninth in 15 markets among women's underarm deodorants. Stoptette ranks about the same, or possibly a little farther back, in men's deodorants, where Mennen is now the strong leader.

■ New products in 1958 include Tempo in the hair fixative field, where Curtis pioneered and is a long-time leader. Curtis describes Tempo as a "revolutionary new hair spray" that holds hair firmly and softly without stiffness or dullness and that "vanishes over night." It comes in three types—for dry, normal and oily hair.

Two new products in the professional field are the Mist-o-matic vaporizer, which Curtis says reduces by 50% the time formerly needed for bleaching, tinting and conditioning hair, and "Click", a permanent wave including a self-cleansing lotion, which eliminates need for a pre-shampoo, and a neutralizer with a built-in shampoo that reduces the time needed for a beautician to complete a

permanent wave.

■ The greatest part of the Curtis advertising budget goes to network tv. In 1958 it has sponsored or participated in "What's My Line," "Oh! Susanna" and "Dick and the Duchess." Spot tv has been used increasingly in 1957 and 1958, either to beef up markets generally or to cover specific markets.

In print media, most of the magazine money is placed in women's and home service publications. In newspapers, r.o.p. color is employed in all key markets. Sunday supplements also get good use.

■ With the acquisition of new companies and launching of new products, Helene Curtis activities have expanded so much that several changes were necessitated in the marketing structure. Various areas of responsibility have been divided among a larger number of executives over the past two years.

A major move has been an arrangement whereby general sales manager Raymond K. Myerson now has two field sales managers reporting to him. They are Ray Liebler, field sales manager, products division, and J. J. Galletto, field sales manager, Lenthéric division.

■ In 1958 marketing personnel changes have included the departure in April of John E. Hartlein from the post of new products manager to become manager of market development planning of Mead Johnson & Co. The post at Curtis is unfilled. John R. Torrens, formerly manager of the Latin American division of Bristol Myers International, was appointed vp and general manager of Helene Curtis International.

Curtis now has manufacturing associates in 31 countries and sells through distributors in other countries. Shipments to foreign countries in 1957 increased 40% over 1956, and sales of manufacturing associates increased 30%.

■ Helene Curtis Europa N. V., a wholly owned subsidiary, is presently managed by a resident staff of three U. S. citizens. And European personnel develop advertising and promotion materials peculiar to those markets.

Helene Curtis Ltd. (of Canada) operates as a wholly owned subsidiary. Sales by foreign associates, with the exception of Canada, are not included in Curtis sales figures.

On the agency front Curtis appointed McCann-Erickson in October, 1957, as one of the company's three agencies, along with Gordon Best and Edward H. Weiss companies. As part of the appointment, a general reshuffling of brands took place among all three agencies.

#### ADVERTISING EXPENDITURES

	1957	1958
Newspapers .....	\$ 1,505,572	1,485,355
Magazines .....	1,977,353	1,418,341
Business Publications .....	90,000	—
Network Television .....	4,667,982	4,302,168
Spot Television .....	383,530	247,440
<b>Total Measured .....</b>	<b>8,524,237</b>	<b>7,453,304</b>
<b>Total .....</b>	<b>3,475,763</b>	<b>2,546,696</b>
<b>Estimated Total .....</b>	<b>11,000,000</b>	<b>10,000,000</b>

#### MARKETING PERSONNEL

- George M. Factor, vp  
Sales  
Raymond K. Myerson, general sales manager  
William Bailey, assistant (food store and department store sales)  
Ray Liebler, field sales manager, products division  
J. J. Galletto, field sales manager, Lenthéric division  
Ed Drumm, national drug sales manager  
Tom Berry, variety store sales manager  
**Merchandising**  
Lynn Boland, brand manager, Lenthéric unresolved, Kings Men  
William McCartney, brand manager, Enden, Stoptette, Gaytop Lanolin Discovery, Spray Net  
Ed Shukur, brand manager, Suave, shampoos, Curtis hair tonic, Tempo

Sal Lupo, merchandising coordinator

**Advertising**  
Jack K. Lipson, advertising manager  
Donald H. Hall, assistant to the advertising manager

**Public Relations**  
Irving Klem, Helene Curtis Industries, Chicago  
Annette Green, director (Lenthéric division), New York

#### ADVERTISING AGENCIES

Gordon Best Co., Chicago—Helene Curtis Creme shampoo, Suave for men and women, Lanolin Lotion shampoo, Creme Rinse, Curtis Tonic, Lenthéric, and beauty division products—Burton G. Feldman, account supervisor; Sidney J. Natkin, Milton Samuels, account executives.

Edward H. Weiss & Co., Chicago—Gaytop Lanolin Discovery, Enden, Kings Men, Stoptette—Bernard J. Gross, account supervisor; Ben Kahn, Harold Platt, Ira Herbert, account executives.

McCann-Erickson, Chicago—Spray Net, Shampoo Plus Egg, Tempo hair spray—Jack M. Tyson, account supervisor; Wolf Magnus, Kenneth Fleming, account executives.

## Distillers Corp.- Seagrams Ltd.

Distillers Corp.-Seagrams Ltd., Montreal (executive office), and Joseph E. Seagram & Sons, Inc., New York (U. S. executive, sales and advertising headquarters), is the 14th largest United States advertiser, with total expenditures in 1957 estimated at \$32,000,000, of which \$23,536,924 was in measured media. The previous year's expenditures for advertising were about \$31,000,000, of which \$23,000,000 was in measured media. Expenditures for 1958 are expected to be about \$1,000,000 above 1957.

The company, which is the largest producer of distilled spirits in the world, also operates an import subsidiary and subsidiaries in the pharmaceutical and petroleum fields. It has a major investment in the wine business through Paul Masson, wine producer, and Fromm & Sichel, distributor of Christian Bros. wine. Its investments in oil and gas projects in the U. S. during fiscal 1957 decreased from \$21,786,802 to \$18,298,478. These are largely in Kansas, Oklahoma and Louisiana, with new interests in the Panhandle of Texas and in Alaska. Its income from sales of oil and gas was reported at \$1,943,882. In the pharmaceutical field, Seagrams operates Pharma-Craft Corp., Cranbury, N. J., as a subsidiary.

■ Distilling is the company's major operation and its principal source of revenue. It reported sales for fiscal 1957 (ended July 31) of \$746,379,982 and a net profit from distilling of \$29,735,754. Sales for fiscal 1956 were \$732,137,746 and net profit was \$29,887,496.

Samuel Bronfman is president of Distillers Corp.-Seagrams Ltd., the parent company, with Allan Bronfman vp; Edgar M. Bronfman vp and treasurer; Victor A. Fischel, vp; Frank R. Schwengel, vp, and H. C. Cox, secretary.

■ Under the company's organizational structure, Joseph E. Seagram & Sons Inc. is the parent U. S. company which owns the stock of all the sales companies and all the domestic whisky producing companies. It also owns an import subsidiary (Brown & Vinners Co.) and has investments in the wine industry. Its pharmaceutical company is Pharma-Craft Corp. Its oil company is the Frankfort Oil Co., a division of Joseph E. Seagram & Sons. Carrol M. Bennett is director of oil operations.

Officers of the U. S. holding company, Joseph E. Seagram & Sons, are Edgar M. Bronfman, president; Robert Bragarnick, vp in charge of marketing; Sidney Fread, vp in charge of finance; Frederick J. Lind, vp, general counsel and secretary; Edward McGinnis, vp in charge of public policy; Murry Cohen, controller, and Joseph G. Friel, treasurer.

Charles P. Hirth is marketing coordinator.

■ The management of the American business is directed through the budget and management committee, chaired by Edgar M. Bronfman, president, Joseph E. Seagram & Sons—and includes Robert Bragarnick, vp in charge of marketing, Joseph E. Seagram & Sons; Victor A. Fischel, president, the House of Seagram Inc.; John E. Finneran, exec vp, the House of Seagram, and Sidney Fread, vp in charge of finance, Joseph E. Seagram & Sons.

The House of Seagram is the sales company responsible for the sales of brands marketed through the company's six principal sales divisions: Seagram-Distillers Co., Calvert Distillers Co., Four Roses Distillers Co., General Wine & Spirits Co., Kessler-Gallagher & Burton Distillers Co. and Hunter Distillers Co. Harry N. Bulow is director of public relations and Gilbert Rabin is assistant director.

■ Officers of the sales subsidiary, the House of Seagram, and its six units are Victor A. Fischel, president; John E. Finneran, exec vp; Herbert W. Evenson, exec vp of Seagram-Distillers; Harold S. Lee, exec vp of Calvert Distillers; Francis M. Fitzmaurice, exec vp of Four Roses; Harley N. Cole, vp of General Wine and Spirits; Jack Wisny, vp of the Kessler-Gallagher & Burton divisions, and Myron Froelich, vp of Hunter Distillers Co. Harry N. Bulow is director of public relations and Gilbert Rabin is assistant director.

Officers of Pharma-Craft Corp., Joseph E. Seagram's pharmaceutical division, which manufactures Fresh deodorants, Coldene cold medicines, and Ting, are: Frank F. Bell, president; W. Kedzie Teller, exec vp; and Robert H. Witt, administrative vp.

■ Pharma-Craft Corp. in 1957 is estimated to have spent approximately \$5,000,000 in advertising.

Seagram's 7 Crown blended whiskey is the most advertised and largest selling brand in the U. S. In 1957, the company is estimated to have invested about \$3,000,000 in newspapers for the brand; over \$1,000,000 in magazines, and probably close to \$1,000,000 in outdoor advertising.

■ Other heavily advertised Seagram brands include Four Roses whisky, which in '57 is estimated to have had \$1,500,000 in newspapers, close to \$1,000,000 in magazines, and about \$500,000 in outdoor; Seagram's Golden Gin is estimated to have put about \$700,000 in magazines and \$700,000 into newspapers; Calvert Reserve, about \$1,000,000 in magazines and about \$2,000,000 in newspapers; Lord Calvert, about \$300,000 in magazines and \$600,000 in newspapers; Carstairs, about \$1,000,000 in newspapers and \$50,000 in magazines; Seagram's V.O. Canadian, about \$1,000,000 in newspapers and \$1,000,000 in magazines; Wolf-schmidt vodka, about \$700,000 in newspapers and \$200,000 in magazines. Seagram probably spent close to \$1,000,000 to advertise its scotch imports, Chivas Regal and White Horse, the latter distributed by its affiliate, Browne Vintners Co.

#### ADVERTISING EXPENDITURES

Newspapers .....	\$11,781,350	\$11,750,000
Magazines .....	7,280,579	7,200,000
<b>Farm Publications .....</b>	<b>—</b>	<b>—</b>
<b>Business Publications .....</b>	<b>300,000</b>	<b>400,000</b>
<b>Network Television .....</b>	<b>926,760</b>	<b>650,000</b>
<b>Spot Television .....</b>	<b>—</b>	<b>400,000</b>
<b>Outdoor .....</b>	<b>3,248,235</b>	<b>2,600,000</b>
<b>Total Measured .....</b>	<b>23,536,924</b>	<b>23,000,000</b>
<b>Total Unmeasured .....</b>	<b>8,463,075</b>	<b>8,000,000</b>
<b>Estimated Total .....</b>	<b>32,000,000</b>	<b>31,000,000</b>

\*Includes Distillers Corp.—Seagrams, \$3,222,435; Pharma-Craft Corp., \$25,800.

#### SEAGRAM-DISTILLERS CO.

Sales  
Herbert W. Evenson, exec vp

*First-Half Circulation, 1944-1958*

Source: ABC. (1958, Publisher's Estimate)

LOOK circulation hits record high	<b>1958</b>	<b>5,623,413</b>
LOOK circulation hits record high	<b>1957</b>	<b>5,006,348</b>
LOOK circulation hits record high	<b>1956</b>	<b>4,189,004</b>
LOOK circulation hits record high	<b>1955</b>	<b>4,076,869</b>
LOOK circulation hits record high	<b>1954</b>	<b>3,868,394</b>
LOOK circulation hits record high	<b>1953</b>	<b>3,405,345</b>
LOOK circulation hits record high	<b>1952</b>	<b>3,301,762</b>
LOOK circulation hits record high	<b>1951</b>	<b>3,260,927</b>
LOOK circulation hits record high	<b>1950</b>	<b>3,200,145</b>
LOOK circulation hits record high	<b>1949</b>	<b>3,041,630</b>
LOOK circulation hits record high	<b>1948</b>	<b>2,912,689</b>
LOOK circulation hits record high	<b>1947</b>	<b>2,558,331</b>
LOOK circulation hits record high	<b>1946</b>	<b>2,300,592</b>
LOOK circulation hits record high	<b>1945</b>	<b>1,925,048</b>
LOOK circulation hits record high	<b>1944</b>	<b>1,895,265</b>

In the first six months of 1958, as in every first half and *every full year* since 1944, LOOK continued its record-breaking progress. This history of consistent ABC, paid circulation growth, unmatched by any other major magazine, again underlines LOOK's basic belief—**success is a journey, not a destination.** LOOK—THE EXCITING STORY OF PEOPLE

Bernard Tabbat, director of marketing  
Jerome Newman, national sales manager  
for Seagram's Golden Gin  
Benjamin B. Stein, national sales manager  
for Seagram's V.O.

**Advertising**  
George E. Mosley, vp in charge of advertising and sales promotion  
Douglas S. Clark, advertising manager  
Edward D. McCabe, national sales promotion manager

**Public Relations**  
Philip Weiner, public relations manager

### CALVERT DISTILLERS CO.

**Sales**  
Harold S. Lee, exec vp and managing director  
Andrew Zingale, director of sales  
LaRoy Glucksberg, brand manager for Canadian Ten Canadian whisky  
Walter M. Haimann, brand sales manager for Carstairs White Seal American whisky

**Advertising**  
E. E. Norris, vp and director of advertising and sales promotion  
Walter Houghton, advertising manager  
Benjamin DuBois Frost, assistant advertising manager  
Leonard Asher, sales promotion manager

**Public Relations**  
John Brady, public relations manager

### FOUR ROSES DISTILLERS CO.

**Sales**  
Francis M. Fitzmaurice, exec vp  
A. C. Fletcher, vp, national sales, Four Roses whisky and Four Roses gin

**Advertising**  
Bradley Houghton, advertising manager  
Chris W. Carriuolo, sales promotion manager

**Public Relations**  
Emil Pavone, public relations manager

### GENERAL WINE & SPIRITS CO.

**Sales**  
Harley N. Cole, vp  
Walter H. Stumpf, national sales manager

**Advertising**  
Jon Sobotka, advertising manager  
Daniel J. Mahoney, sales promotion manager

**Public Relations**  
Ruth Zorn, public relations manager

### HUNTER DISTILLERS CO.

**Sales**  
Myron Froelich, vp in charge of sales  
Harry Fox, general sales manager

**Sales Promotion**  
Frederick Franklin, sales promotion manager

### KESSLER-GALLAGHER & BURTON DISTILLING CO.

**Sales**  
Jack Wisahny, vp in charge of sales

**Advertising**  
Murray Koff, advertising manager

### BROWNE VINTNERS CO.

**MARKETING PERSONNEL**  
Byron G. Tosi, president  
Harold Hershfeld, vp and national sales manager

**Advertising**  
Irving S. Meisel, advertising and sales promotion manager

**Public Relations**  
Benjamin A. Raubvogel, public relations manager

### PHARMA-CRAFT CORP. (Cranbury, N. J.)

**MARKETING PERSONNEL**  
Samuel N. Schell, sales administration manager

**Advertising**  
Ralph C. Robertson, director of advertising  
Mauri Edwards

**Public Relations**  
Mauri Edwards

### ADVERTISING AGENCIES

Warwick & Legler, New York—Seagram's 7 Crown, Seagram's V.O., Seagram's Golden Gin, Seagram's Pedigree Bourbon, Kessler division, and Seagram's institutional advertising—H. P. Warwick, president; Fred Baldwin, vp; Jack Kaduson, vp; and John F. Welsh, vp account executives.

Grey Advertising Agency, New York—Calvert Reserve, Calvert Dry Gin, and Calvert's institutional advertising—Lawrence Valenstein, chairman; Arthur Fatt, president; Roy Block, vp and account supervisor; Mel Singer, account executive.

Dowd, Redfield & Johnstone, New York—Jack Dowd, president; Carstairs White Seal, Harvey Volkmar, vp and account executive. Wolfschmidt vodka, Myers Jamaica Rum, Myers 1879 Jamaica Rum (12 years old), and Christopher Columbus Rum, Henry Morris, vp and account supervisor.

Ogilvy, Benson & Mather, New York—Lord Calvert, David Ogilvy, president; William Bijur, vp and account supervisor.

Young & Rubicam, New York—Four Roses blended whisky, Four Roses Antique Bourbon, Four Roses Gin—Wilson Kierstead, vp and account supervisor.

Doherty, Clifford, Steers & Shenfield, New York—Hunter, Wilson and Paul Jones whiskeys—Jack Owen, vp and account supervisor; Philip Brooks, account executive. Canadian Ten Canadian whisky—Jack Owen, vp and account supervisor.

White Horse Scotch, Martell Cognac brandy—John Malone, account executive.

Lynn Baker Inc., New York—Chivas Regal and Royal Salute scotch whiskeys—George Pury, account executive.

J. Walter Thompson Co. (Chicago office)—Fresh deodorants, Coldene vitamin tonic—Charles W. Tennant, Jr. and Ed Wolfe Jr., account executives.

Cunningham & Walsh, New York—Coldene Stick Chest rub (effective Sept. 1).

Cohen & Aleshire (formerly Harry B. Cohen Agency), New York—Ting products—Robert Myers, account executive.

Lawrence C. Gumbinner Agency, New York—Noilly Prat French Dry and Sweet Vermouths, Mumm's Champagne, Danish Cherry Kijafa Wine, B&G French wines, Nectarose Vin Rose'd'Anjou, Cusenier Cordials—Robert Lurie, account executive.

### E. I. du Pont de Nemours & Co.

E. I. du Pont de Nemours & Co., Wilmington, Del., is the nation's 24th largest advertiser. Total estimated advertising expenditures by the company in 1957 were \$24,765,690, of which \$12,765,690 was in measured media. The previous

year's expenditures for advertising were reportedly \$23,500,000, of which \$11,600,049 was in measured media. Advertising expenditures in 1958 are expected to approximate the 1957 figure.

The company, which is the largest producer in the chemical field, sells a diversified line to a wide range of industrial manufacturers and other consumers. The textile, rubber, food, drugs, automotive, petroleum and chemical industries are its major outlets.

The broad scope and diversity of its products enables Du Pont to meet virtually all basic needs of the consuming public. Since about 95% of the company's sales volume goes to other manufacturers for further processing, product identity is frequently lost by the time the finished article reaches the ultimate consumer or user.

Sales in 1957 amounted to \$1,965,000,000, compared with \$1,888,400,000 in 1956. Net earnings in 1957 totaled \$396,610,341, compared with \$383,401,308, in '56.

Sales for the first half of 1958 totaled \$853,000,000, off 14% from the \$996,000,000 reported for the first six months of 1957. The company's net income for the first half was \$146,000,000, compared with \$201,243,967 the previous first half.

During 1957, Du Pont's index of selling prices averaged 1% above 1956, with physical volume up 3%.

The \$220,000,000 spent for construction and expansion of plants in 1957 compared with \$157,000,000 in 1956. Operating investment was \$26,900 per employe, based on the average of 90,088 employes during the year.

Currently, six new plants are in various stages of construction and include facilities to produce nylon, Orlon, acrylic staple, cellophane, titanium pigments, alathon polyethylene resin, Dacron, polyester fiber, sodium, silicon, mylar polyester film, tetrafluoroethylene resin, and neoprene synthetic rubber. The current expansion program also includes additional facilities for production of tetraethyl lead anti-knock compounds, sodium carboxymethyl cellulose, sulfamic acid and Hypalon synthetic rubber.

The company spent \$80,000,000 in research and development in 1957, exclusive of technical assistance to manufacturing and sales. Research and development were conducted by 2,200 scientists in 30 laboratories. Fundamental research was conducted by about 400 scientists at a cost of \$15,000,000. This activity is undertaken without regard to specific commercial objectives, simply to enlarge the foundation of scientific knowledge in fields of interest to the company and to promote a basis for new processes and products. Current studies are being carried on in organic, inorganic and physical chemistry; physics; mathematics; engineering; biochemistry; microbiology and plant physiology.

During 1957, the company as buyer, seller or both, did business with more than 100,000 companies, most of them in the small business classification with fewer than 500 employes.

Also during '57 Du Pont moved its export advertising from Robert Otto & Co. to Batten, Barton, Durstine & Osborn. It moved its advertising for paints, photographic products, dyes, fine chemicals, neoprene synthetic rubber and other elastomers from BBDO to N. W. Ayer & Son (AA, Jan. 6, '58). It also started experimenting with new techniques for pre-testing its advertising in an attempt to develop suitable yardsticks for measuring advertising efficiency.

Du Pont will not release detailed figures on its advertising expenditures for specific products. But its subsidiary, Remington Arms Co., Bridgeport, Conn., is known to invest about \$700,000, largely in magazines and business papers, to promote sportsmen's firearms and cartridges. And it is estimated that among the major items in its budget the company in 1957 spent about \$1,600,000 on so-called institutional advertising, \$3,000,000 for synthetic fibers used in apparel fabrics, close to \$1,000,000 on its Zerone and Zerex anti-freeze compounds, \$1,500,000 on paints and pigments and \$2,000,000 on synthetic fibers for all uses other than apparel.

### ADVERTISING EXPENDITURES

	1957	1956
Newspapers	\$ 3,224,497	\$ 1,380,630
Magazines	4,866,634	4,982,000
Farm Publications	255,240	246,967
Business Publications	2,800,000	2,117,400
Network Television	1,738,900	1,404,900
Spot Television	635,950	942,180
Outdoor	244,000	316,792
Total Measured	12,765,690	11,600,949
Total Unmeasured	12,000,000	11,800,951
Estimated Total	24,765,690	23,500,000

### MARKETING PERSONNEL

**Advertising**  
F. A. C. Wardenburg, director of advertising  
Edward J. Pechin, assistant director of advertising  
J. S. Swajski, advertising manager, electrochemicals department  
E. L. Thayer, advertising manager, explosive department  
F. R. Price, advertising manager, fabrics division  
L. M. Davis, advertising manager, finishes division  
J. H. Heuser, advertising manager, film department  
J. B. Dewey, advertising manager, Grasselli chemicals department, biologicals division  
E. O. Sealine, advertising manager, Grasselli chemicals department, industrial chemicals division  
E. J. O'Brien, advertising manager, Elastomer chemicals department  
R. F. Lynch, advertising manager, dyes and chemicals division  
D. C. McSorley, advertising manager, Freon products division  
A. L. Delin, advertising manager, petroleum chemicals division  
P. P. Porter Jr., advertising manager, photo products department  
J. B. Dewey, advertising manager, polychemicals department, nitrogen products division  
S. P. Blish, advertising manager, pigments department, and polychemicals department, industrial chemicals sales division  
J. S. Taylor, advertising manager, polychemicals department, plastics division  
C. K. Johnson, advertising manager, polychemicals department, Zerone and Zerex anti-freezes  
Max Rosedale, advertising manager, combs, toothbrushes, soap boxes, etc. (New York)  
E. F. Altmaler, advertising manager, textile fibers department  
K. Hernandez, manager export advertising  
D. S. Reynolds, advertising manager, Remington Arms Co., a subsidiary, Bridgeport, Conn.  
C. J. Turner, advertising manager, industrial tools division  
H. M. Trower, advertising manager, Mall tool division

### ADVERTISING AGENCIES

N. W. Ayer & Son, Philadelphia—paints sold through retail channels, photographic products (x-ray, motion picture film and allied products), neoprene synthetic rubber and other elastomers, dyes and fine chemicals—Alexander Wheeler, account coordinator.  
Batten, Barton, Durstine & Osborn, New York—industrial chemicals, fabrics, finishes, agricultural chemicals, pigments, plastics, and textile fibers. Also Remington sporting firearms, ammunition, traps and targets, industrial tools, and Peters Cartridge division of Remington Arms Co. Also all export advertising—John Elliott, account supervisor.  
Charles L. Rumrill Co., Rochester, N. Y.—petroleum chemicals and explosives—George M. Prince, account supervisor.

### Eastern Air Lines

Eastern Air Lines, New York, the 99th largest national advertiser, invested an estimated \$5,609,309 in advertising during 1957, of which \$5,064,902 was in measured media. In 1956, Eastern invested \$4,815,214, including \$4,426,810 in measured media.

In 1957, Eastern reported that it carried more passengers than any other competitive airline in the world and that passenger revenue

reached an all-time high of \$251,039,893, an increase of 15.3% over the \$217,799,294 of 1956. The company attributed this to "aggressive sales, advertising and promotion efforts in 1957 to build up vacation business, particularly during the off-season." The company said that increased revenues reflected increased use of Eastern's de luxe Golden Falcon service and Super Coach network, and "the first full year's operation of the former Colonial Airlines routes which have been completely re-equipped with modern pressurized aircraft, making possible improved schedules."

While the company's passenger revenues were at record levels, net earnings after taxes nosedived 36%, from \$14,735,459 in 1956 to \$9,378,022 in 1957. The company attributed its gloomy earnings picture to the refusal of the Civil Aeronautics Board in 1957 to increase air travel fares, and to other CAB economic regulations, notably accounting policies concerning aircraft depreciation. Because of these factors, the company placed actual net profits in 1957 at \$4,612,481.

Despite falling net profits, Eastern's share of the passenger market continued strong during 1957, with the company reporting an 18.8% gain in seat miles operated (8.2 billion miles); a 16.9% increase in revenue passenger miles flown (4.9 billion miles); and a 15.9% jump in revenue passengers carried (8,876,283 persons).

Deliveries of 10 more Golden Falcon airliners, and a complete fleet of 18 Silver Falcons, enabled the company to extend first class and low-cost coach services during the year. According to the company, 95¢ of every income dollar is derived from passenger service. In contrast, air mail and cargo flights accounted for only 2¢ of the revenue dollar in 1957.

Significantly, the company spends 10¢ of every total budget dollar for passenger service and advertising. Of \$251,797,788 set aside by Eastern for 1957 operating expenses, \$27,369,803 was earmarked for consumer advertising and selling. An estimated \$5,750,000 is earmarked for advertising in 1958.

Eastern's aggressive sales promotion and ad campaigns during the year enabled the company to claim a lead position among competitive domestic and foreign airlines in number of aircoach passengers carried, in sales of "package" vacations and tours for off-season travel, and in development of new markets through air service in 124 cities, more than are served by any other U.S. domestic trunk carrier.

Important developments during the year included inauguration in July of a non-stop service between New York, New Orleans and Mexico City; and extension of direct and non-stop services to cities on Eastern's Chicago, Detroit and lucrative Boston-Miami routes.

As part of its \$422,000,000 fleet expansion program, scheduled for completion by 1961, Eastern in 1957 received the first two units of a fleet of 20 93-passenger Falcon Super Coaches to be used on the airline's popular tourist runs. In addition, the company expects delivery between October, 1958, and year's end of 40 Lockheed Electra prop-jet airliners, with which Eastern expects to score a dramatic "first" by becoming the first airline to schedule American-built prop-jet aircraft as regular service. Introduction of the jets is expected to be heralded with intensive advertising and promotion campaigns this year.

In June of this year, Eastern stepped up its sales efforts in the

for that extra **PUNCH..**



**ROP COLOR**

Add the impact of color to the power of newspaper advertising in the great Fort Wayne, Ind., 15-county market and you've got a promotional punch that's bound to bring results. Try it this fall and see for yourself. Spot (any color) and full color available 7 days a week. Samples on request.

FORT WAYNE



FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco





### **THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!**

Here is Chicago's expressway to the future! Stark as a road sign, it says: This way to new growth, new vigor. It shows the way great things happen here.

Everywhere the city is shaking the dust of yesterday off its feet. Bulldozers, road graders and paving machines are pushing out bold stretches of high-speed concrete. They are creating a pattern of expressways that crisscross the city, join with state toll roads, and link Chicago with neighboring states, providing finally a no-stoplight, no-intersection speedway to New York.

Chicago is making way for tomorrow. It can because it builds with the confidence of youth. Its young people give the city its spirit, its eagerness to change and improve, its energy.

All this the Chicago Sun-Times more than appreciates. It shares this young point of view. For the Sun-Times is the newspaper youngster in this town. Its readership is younger by far in years and in enthusiasm than that of any other paper. The Sun-Times is Chicago's young, modern newspaper.

It captured this young Chicago market by growing in a way that they appreciate. By making bold plans, by building a new plant, installing new presses, bringing new color impact. And the Sun-Times holds its young readers simply by staying young, vital, anxious to grow with the city it serves.

### **THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENING!**



Second in a series

wake of declining first quarter net earnings, down 33% from the corresponding period of 1957. Net earnings for the first quarter of 1958 were \$2,166,741, as against \$3,238,428 in the like period of 1957. In reporting its earnings, Eastern again scored the CAB for forcing the company to abandon its policy of depreciating flight equipment over a four-year period, resulting in a reduction of net earnings.

To offset declining revenues and boost sales, the company appointed Maurice B. Westphal, formerly Atlantic division sales manager, to the new post of vp and general sales manager and named other divisional sales managers to executive status. All are included in the executive line-up below.

ADVERTISING EXPENDITURES			
	1957	1956	
Newspapers	\$ 4,308,742	\$ 3,785,888	
Magazines	81,791	65,282	
Spot Television	222,384	124,657	
Spot Radio	549,985	450,983	
Total Measured	5,064,802	4,426,810	
Total Unmeasured	544,407	388,404	
Estimated Total Expenditure	5,609,209	4,815,214	

MARKETING PERSONNEL			
Sales			
William Morisette,	sales and traffic vp		
Maurice B. Westphal,	asst vp and general sales manager		
Frank Sharpe,	asst vp and general traffic manager		
Trond Sundem,	asst vp and travel agency sales manager		
William J. Wilhelm,	cargo sales manager		
Stratford Rice,	airmail and parcel post sales manager		
Charles Glover,	asst vp and interline sales manager		
William Reid,	manager of religious and school travel		
James E. Reinke,	assistant vp, northern division sales manager, New York		
Marvin O. Byrd,	assistant vp, Atlantic division sales manager, New York		
Graydon Hall,	asst vp and mid-Western division sales manager, Chicago		
Albert F. Tirrel,	assistant vp, New England division sales manager, Boston		
Daniel L. Sinkler,	assistant vp, southern division sales manager, Atlanta		
H. W. Cuthall,	assistant vp, Gulf coast division sales manager, New Orleans		
Edwin L. Williams,	assistant vp, Florida division sales manager, Miami		
Herbert C. Dobbs,	assistant vp, Latin American division sales manager, Miami		

**Advertising**  
 William Van Duzen, vp in charge of advertising and public relations  
 E. M. Van Duzer, sales promotion manager  
 Beverly Griffith, ass't vp and manager of public relations

**ADVERTISING AGENCY**  
 Fletcher D. Richards Inc., New York—all services—Bradley A. Walker, account supervisor; John A. Hamm, account executive.

**Eastman Kodak Co.**  
 Eastman Kodak Co., Rochester, N.Y., is the nation's 27th largest advertiser, with total advertising and promotion expenditures estimated at \$22,775,000 in 1957, of which \$10,245,869 was in the

**The Top 25 Farm Paper Advertisers**

Rank	Advertiser	Expenditures	
		1957	1956
1.	Ford Motor Co. ....	\$1,892,689	\$1,430,868
2.	General Motors Co. ....	1,823,911	1,800,603
3.	American Cyanamid Co. ....	1,493,218	1,673,560
4.	International Harvester Co. ....	1,115,422	1,298,106
5.	Chas. Pfizer & Co. ....	994,445	659,728
6.	Deere & Co. ....	659,083	596,329
7.	Allis Chalmers Co. ....	586,954	544,152
8.	General Mills Co. ....	581,962	553,561
9.	Ralston Purina Co. ....	541,913	189,817
10.	Goodyear Tire & Rubber Co. ....	539,243	409,045
11.	Massey-Harris-Ferguson ....	520,093	1,028,310
12.	Firestone Tire & Rubber Co. ....	467,969	419,044
13.	Chrysler Corp. ....	466,705	444,105
14.	American Telephone & Telegraph ....	462,624	409,615
15.	J. I. Case Co. ....	453,828	276,720
16.	Rexall Drug Co. ....	445,851	442,100
17.	Western Auto Supply Co. ....	422,117	474,743
18.	U. S. Steel Corp. ....	386,005	393,376
19.	Monsanto Chemical Co. ....	381,489	262,002
20.	Johnson & Johnson ....	373,966	323,436
21.	General Electric Co. ....	360,442	881,239
22.	Champion Spark Plug Co. ....	356,396	260,448
23.	Standard Oil Co. of Indiana ....	351,221	352,049
24.	Allied Chemical & Dye Co. ....	350,157	440,173
25.	Reynolds Tobacco Co. ....	335,209	370,619

measured media. 1956 expenditures were estimated at \$20,000,000, of which \$8,030,660 was in measured media. 1958 expenditures are running somewhat ahead of last year.

The 1957 expenditures were divided among the parent company and its two subsidiaries as follows: (1) Eastman Kodak Co. spent about \$20,000,000; (2) Eastman Chemical Products Inc., Kingsport, Tenn., the sales unit for products of the Tennessee Eastman and Texas Eastman divisions, spent about \$2,250,000, and (3) Recordak Corp., New York, the company unit in the microfilming and document copying field, spent about \$525,000.

■ The company racked up record sales and earnings during 1957. Domestic sales of \$798,283,443 in 1957 were 5% above the 1956 total of \$761,689,559. For the first three quarters of '57, business was ahead 8%; for the fourth quarter, sales were 2% lower than in 1956. Net earnings were \$200,408,305 in '57, slightly more than the \$200,162,004 earned in 1956.

Sales of Kodak companies outside the U.S. also set a new high, climbing to \$223,749,000, about 9% more than the \$205,630,000 achieved in 1956. Net earnings were \$17,109,000 in '57, compared with \$20,459,000 in '56—earnings being reduced approximately \$4,700,000 in 1957 as a result of the devaluation of the French franc.

For the first half of '58, sales were up 1.6%, but net earnings

were down 7.2%. Sales for the 24 weeks ended June 15 were \$353,621,635 compared with \$347,977,709 in the previous comparable period. Earnings were \$37,330,269, compared to \$40,221,346 a year ago.

■ This 78-year-old pioneer of photography continues to be the foremost producer of photographic apparatus and supplies, and these products account for approximately two-thirds of company sales. It has been estimated that Kodak holds at least 75% of the photographic market excluding film and probably between 80% or 90% of the film market, despite growing competition from U.S., German and Japanese companies.

The company is also a leading factor in the manufacture of man-made fibers and plastics including acetate yarn and staple, acetate and plastic sheeting.

■ 1957 sales were divided as follows: Amateur photographic, 30% (29% in 1956); commercial and professional, 27% (same); fibers and plastics, 18% (17%); professional motion picture film, 10% (11%); chemicals 8% (7%); special military products, 4% (6%), and miscellaneous, 3% (same).

"Prominent factors underlying Kodak's 5% sales gain," according to the annual report, were the "addition of many new products to the lines and growing uses for existing products and services." For example, among equipment for amateur photography—cameras, projectors and photo aids—about 40% of 1957 sales resulted from products introduced during the year.

■ New sensitized products introduced during 1957 included Royal-X Pan film, a super-fast b&w film in sheet and roll film sizes; Kodak Ektachrome film in the 127 size; two Kodak Polycontrast papers and a series of filters that simplify darkroom work; Kodak Panalure paper for making b&w prints from color negatives; new Kodak Separation P.B. film, Kodalith Ortho film and Kodak Photofluore film for the graphic arts, publishing and industry; Kodak Industrial x-ray film, Type AA; Kodak Royal Blue film for medical x-rays; and Ektacolour film, Types S and L, for professional photographers working in color.

New amateur photo aids included the Brownie Star line of inexpensive cameras which can take color prints or slides or b&w snapshots; the compact Kodak 300 Projector for slides; the six-shot Kodak Rotary Flashholder; a golden model of the Brownie Bulls-Eye camera; the Kodak Pony II,

Pony IV, Signet 30, Signet 50 and Retina reflex cameras, all for 35mm. photography; two magazine-loading Medallion movie cameras and the Showtime 8 projector with variable speed control for 8mm. movies.

■ For office copying, Kodak introduced the Verifax Bantam Copier, first machine to retail for under \$100 in this field.

Several newly designed Kodak packages were introduced during the year, incorporating greater use of color and photographic illustrations. Packages for complete camera outfits were redesigned to show the types of photographs that can be taken with the equipment.

For its b&w film, Kodak adopted a "packed in pairs" procedure—two rolls of film packed in tape-jointed cartons.

Kodak's increased advertising and sales promotion efforts in 1957 went into added tv time, magazine space and promotions directed at specific sales goals. New products received special emphasis.

The company boosted its tv budget by \$5,500,000 by signing up as alternate sponsor of the "Ed Sullivan Show," in addition to continuing its sponsorship of "The Adventures of Ozzie and Harriet." It later signed up for "Beat the Clock" as well.

■ Special promotions included Eastman Chemical Products' observance of the 25th anniversary of production of Tenite; promotion of Type C color print material for commercial use; and expansion of advertising for color film and new products.

During 1957, the company's agency line-up remained the same, but mid-1958, the textile fiber section of the Eastman Chemical account was shifted from Calkins & Holden to Doherty, Clifford, Steers & Shenfield.

■ In May, 1958, Eastman Kodak elected three sales and ad execs as vps: W. B. Potter, director of advertising; Gerald B. Zornow, director of sales for the apparatus and optical division; Theodore F. Pevear, director of sales administration. Eastman Chemical elected two vps: J. E. Magoffin, sales manager, chemicals; and D. C. Williams, sales manager, plastics.

Over-all, the company's advertising and promotion expenditures (including Eastman Kodak Co., Recordak Corp. and Eastman Chemical Products) broke down as follows:

ADVERTISING EXPENDITURES			
	1957	1956	
Newspapers	\$ 845,091	\$ 1,280,743	
Magazines	3,939,718	3,104,418	
Farm Publications	54,975	4,160	
Business Publications	1,775,000	1,250,000	
Network Television	3,194,715	2,211,599	
Spot Television	435,470	229,740	
Total Measured	10,245,869	8,030,660	
Total Unmeasured	12,529,876	11,969,340	
Estimated Total Expenditure	22,775,745	20,000,000	

**EASTMAN KODAK CO.**  
 (All in Rochester, N.Y.)  
**MARKETING PERSONNEL**  
 James E. McGhee, vp in charge of U.S. sales and advertising  
 E. P. Curtis, vp in charge of motion picture film and foreign sales  
**Sales**  
 T. F. Pevear, vp and director of sales administration  
 J. R. Allendorf, director of market development  
 G. B. Zornow, vp and sales director, apparatus and optical division  
 Wylie Robson, assistant to the director of sales administration  
**Public Relations**  
 T. F. Robertson, director of public relations  
**Advertising**  
 W. B. Potter, vp and director of advertising  
 A. D. Johnson, advertising manager  
 E. L. Grauel, assistant advertising manager

**ADVERTISING AGENCIES**  
 Charles Rummel Co., Rochester, N.Y.—industrial and trade plus some general

picture-taking advertising—Charles Rummel, account supervisor; Robert J. McMahon, account executive.  
 J. Walter Thompson Co., New York—general picture-taking advertising, tv, plus some industrial and technical—Jack Willem, account supervisor; William Moore, account executive.

ADVERTISING EXPENDITURES			
	1957	1956	
Newspapers	\$ 774,374	\$ 1,003,311	
Magazines	3,302,781	2,580,959	
Farm Publications	—	4,160	
Business Publications	1,300,000	750,000	
Network Television	3,194,715	2,211,599	
Spot Television	435,470	229,740	
Total Measured	8,697,340	6,869,769	
Total Unmeasured	10,902,660	10,130,231	
Estimated Total Expenditure	20,000,000	17,000,000	

**EASTMAN CHEMICAL PRODUCTS**  
 (All in Kingsport, Tenn.)  
**MARKETING PERSONNEL**  
 Sales

J. E. Magoffin, vp, sales manager, chemicals  
 D. C. Williams, vp, sales manager, plastics  
 J. R. Sherrill, sales manager, textiles  
**Advertising**  
 A. H. Griffin, director of merchandising (New York)  
 Bruce Roberts, advertising manager, textiles  
 D. C. Guthrie, advertising manager, plastics  
 R. R. Moore, advertising manager, chemicals

**ADVERTISING AGENCIES**  
 Fred Wittner Advertising, New York—industrial chemicals and Tenite plastics, Charles Kopf, account executive.  
 Doherty, Clifford, Steers & Shenfield, New York—textile fibers—Martin Oechner, account supervisor; Francis J. Doherty, account executive.

ADVERTISING EXPENDITURES			
	1957	1956	
Newspapers	\$ 71,617	\$ 137,432	
Magazines	321,192	341,274	
Farm Publications	47,800	—	
Business Publications	375,000	260,000	
Total Measured	795,559	738,706	
Total Unmeasured	1,457,446	1,261,294	
Estimated Total Expenditure	2,253,005	2,000,000	

**RECORDAK CORP.**  
 (All in New York)  
**Sales**  
 George C. McMahon, vp, banking and government sales  
 Frank L. Hilton Jr., vp, commercial sales  
 Van B. Phillips, general sales manager  
**Advertising**  
 Perry Cabot, director of advertising and sales promotion  
 Raymond Beckwith, assistant advertising manager

**ADVERTISING AGENCY**  
 J. Walter Thompson Co., New York—all products—Emmett Shelley, account representative.  
**ADVERTISING EXPENDITURES**

ADVERTISING EXPENDITURES			
	1957		
Magazines	\$ 325,745		
Business Publications	100,000		
Total Measured	325,745		
Total Unmeasured	290,000		
Estimated Total Expenditure	615,745		

**Max Factor & Co.**

Max Factor & Co., Hollywood, is the nation's 94th largest advertiser with total ad expenditures estimated by ADVERTISING AGE to be slightly more than \$7,000,000 in 1957, of which \$5,827,821 was in measured media. The previous year's expenditures were about \$5,500,000, of which \$4,395,647 was in measured media. 1958 expenditures are expected to be about the same as 1957.

Comparison of the measured ad expenditures for the two years shows that Factor heavily increased its expenditures in network tv in 1957. The increase included investment in the "Guy Mitchell Show," "Panic," "Love That Jill" and the "Polly Bergen Show." Starting in mid-1958, Factor sponsors "Opening Night" a film series with Arlene Dahl as hostess. Factor's plans for 1958 call for increased use of spot tv.

■ Factor boosted its sales by a generous 36% in 1957 over 1956, bringing total sales and royalties to a record \$44,327,480 from the previous record of \$32,613,771, set in 1956. The 1957 net income was \$2,329,106, or \$1.10 a share, compared with \$2,007,059, or 95¢ a share, in 1956.

Net sales in the first quarter of 1958 were \$10,509,458, compared with \$10,561,933 in the first quar-

**THERE ARE EXCEPTIONS TO THE RULE**

Manchester, Conn. Is One. It May Not Fit Into All The Exacting Specifications Of Media Buyers BUT The Spendable Dollar Potential In Manchester Is One Of The Highest In The Country.

**THE MANCHESTER HERALD**

Covers The Field And Is The Medium Your Client Needs To Get A Share Of This Money.

Represented By Julius Mathews Special Agency

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



Yes, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

When visiting our West Coast offices I have often been impressed by the many evidences of growth and progress in the Bay Area.

On checking the population and sales figures I was particularly impressed by the strides which Alameda County (Metropolitan Oakland) is making.

As Northern California's largest population center, and as leader of that area in total retail sales, Alameda County serves notice on market planners that it commands most serious consideration when sales and advertising strategy is being determined.

LAWRENCE VALENSTEIN  
Chairman of the Board  
GREY ADVERTISING AGENCY, INC.  
NEW YORK

ONLY THE  
**Oakland Tribune**  
COVERS METROPOLITAN OAKLAND\*

Daily 210,537  
Sunday 240,809  
ABC Publisher's Statement  
March 31, 1958

National Representatives:  
Cresmer & Woodward, Inc.

Member Metro Sunday  
Comics Network

\*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers.



17.8 A.R.B.?

*Yes, and fifth*



Other Official Films available for strip programming: Star Performance, formerly Four Star Playhouse-153 programs • Cross Current/Dateline Europe/Overseas Adventure/formerly Foreign Intrigue-156 programs • American Legend-80 programs

*run, too!*

# TROUBLE WITH FATHER

Still out-rating top network, local and syndicated shows—even in fourth and fifth runs—Stu Erwin's "TROUBLE WITH FATHER" proves strip programming is successful programming. 109 stations in every type of market have run these 130 films for leading national and regional sponsors.

## Ratings prove "Trouble With Father" is still Number 1.

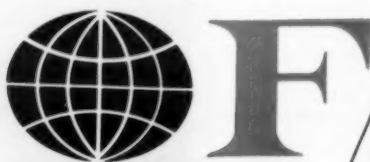
In Indianapolis, "TROUBLE WITH FATHER", in its FIFTH RUN, seen at 4:30 PM, pulled a rating of 17.8 against "Do You Trust Your Wife?" with 4.9 and "Movie Time" with 4.8. In Huntington-Charleston, West Virginia, seen at 9:30 AM, "TROUBLE WITH FATHER", in its THIRD RUN, chalked up a rating of 12.3 against "The Morning Show" with 5.1.

## Sponsors prove "Trouble With Father" is a Number 1 Buy!

High ratings and tremendous appeal for every member of the family have made "TROUBLE WITH FATHER" a resounding success. These are some typical sponsors: *Beech-Nut Life Savers, Inc.* • *The Bon Ami Company* • *Brown and Williamson Tobacco Corp.* • *Continental Baking Co., Inc.* • *The Procter and Gamble Co.* • *Standard Brands Incorporated* • *Whitehall Pharmacal Company*

Produced by Hal Roach, Jr. • A Roland Reed Production

Call the leader  
in strip  
programming



OFFICIAL FILMS, INC.  
25 West 45 St., New York  
PLaza 7-0100

#### REPRESENTATIVES:

Atlanta • Jackson 2-4878  
Beverly Hills • Crestview 6-3528  
Chicago • Dearborn 2-5246  
Cincinnati • Cherry 1-4088  
Dallas • Emerson 8-7467  
Fayetteville • Hillcrest 2-5485  
Ft. Lauderdale • Logan 6-1981  
Minneapolis • Walnut 2-2743  
San Francisco • Juniper 5-3313  
St. Louis • Yorktown 5-9231

My Little Margie—126 programs.

in **House & Home** alone **YOUR BUILDING PRODUCTS ADVERTISING**



**BUILDERS AND CONTRACTORS**

who buy your products

**ARCHITECTS**

who prepare the plans and designs which set up your product sales

**APPRAISERS AND LENDERS**

who appraise and finance your products for inclusion in mortgages

**DISTRIBUTORS AND DEALERS**

who supply and promote your products

**REALTORS**

who evaluate and sell your products at the final point of sale

**HOUSE & HOME** is the only magazine through which you can tell your sales story to all these professionals who control product sales in home building.

In **HOUSE & HOME** alone your advertisement is read by the builders of as many houses as read any builder magazine, the architects of as many houses as read any architectural magazine, more mortgage lenders than read any mortgage finance magazine, more distributors than read any dealer magazine, more realty men than read any realty magazine . . . . .



home building's only industry magazine  
9 Rockefeller Plaza, New York 20, N. Y.

ter 1957. Net earnings for the 1958 first quarter were down to \$505,407, or 23¢ a share, from \$788,830, or 37¢ a share, a year earlier. "Although we are affected to some extent by the general economic conditions," said Max Factor Jr., president, in the company's annual report, "the cosmetics industry has considerable resistance to downturns."

"New products which have been introduced in the current (1958) year are being well received . . . including the Hi-Fi eye shadow stick . . . and Pink 'N' Orange shade of lipstick," Mr. Factor said.

■ During 1957 Factor added Sof-Set Curl Control, a hair spray, brought out Cup of Youth, a skin cream, and added a new product to its men's line called Signature Pre-Electric Shave, a face lotion. It also added a Sebb shampoo to its Sebb dandruff control line and a foot spray called Foot Light.

In 1958, Max Factor ventured further into the hair spray market by introducing Natural Wave. Factor says its new spray is based on a "new principle of changing the structure of hair from naturally straight to curly."

(The claim is being protested by the National Hairdressers & Cosmetologists Assn. to the Federal Trade Commission [AA, July 21].)

■ Also in 1958, the company will introduce a new fragrance line, Hypnotique, a new lipstick, called Hi-Society, and a new cleanser, Facial Bath cleansing lotion, both the latter currently in test markets.

In January of this year, Factor bought a 13-acre site in Hawthorne, Cal., for a new plant and warehouse. Construction has begun. The total investment in land, building and equipment will exceed \$3,000,000.

During 1957, Factor reorganized its U.S. marketing, sales, advertising and merchandising divisions. Among the changes made was the merger of the company's pharmaceutical and specialty division and the U.S. cosmetics division into one over-all division.

■ In the reorganization, Alfred Firestein, vp and director, was appointed director of U.S. marketing. Chester Firestein, who joined Max Factor in 1955 and had been an executive in its accounting department as well as in its sales and merchandising divisions, was named to the newly created post of director of U.S. merchandising. Lee Rosene, former midwestern regional sales manager, was named to the new post of director of U.S. sales, and Nelson Gross, formerly a vp of McCann-Erickson, Chicago, was appointed director of U.S. advertising. Kenneth D. Caldwell, who formerly held the post, relinquished his position because of illness.

Factor has more than doubled its sales and royalties in the past five years—from a net of \$19,180,098 in 1953 to the 1957 net of \$44,327,480.

■ While holding onto its lipstick market—with periodic introduction of new shades—and other established lines, it is apparently challenging, one by one, other lines. In 1956, it moved its Sebb dandruff tonic to a high of 6% of the market in some areas. In 1957 its Sof-Set Curl Control, officially introduced at the first of the year, garnered 6% of the market in Chicago, a high 7.4% share of the market in Long Beach, and varying shares in other markets.

Its new Natural Wave marks an additional foray into the hair spray market.

Cup of Youth, introduced in 1957, is a "cream that spreads like a lotion" and aids in "the correction of dry and aging skin," Factor says. Factor's Facial Bath cleans-

ing lotion is now being test-marketed.

■ Factor is considered one of the top five companies in the cosmetics market. The total market for beauty aids and services was estimated by *Time* to be about \$4 billion in 1957 with sales of toilet preparations amounting to about \$1.4 billion. The top company, saleswise, is reported to be Avon Products Inc., which, however, sells on a door-to-door basis and is not a relatively large national advertiser. Second is Revlon.

Factor currently has four agencies—the same number it had last year, but this year two were dropped and two added. Doyle Dane Bernbach and Factor parted company June 1 after a seven-year association. The reason given was "a mutual difference of opinion." Of 33 agencies vying for the account, Kenyon & Eckhardt came up the winner and was assigned to handle fragrance lines: Electrique, Primitif and Hypnotique; Natural Wave hair spray and Hi-Fi cosmetics (AA, June 2). Later, Carson/Roberts, Los Angeles, got the nod (AA, Aug. 4) to handle Factor's men's toiletry products including the Signature line scheduled to get a heavier push this year for the Christmas season and sale at a higher price level.

Also in 1958, Guild, Bascom & Bonfigli, San Francisco, was quietly dropped. The products it handled, several Sof-Set products and Dri-Mist, have not yet been assigned to another agency. Several other products also are unassigned.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$ 45,015	\$ 457,155
Magazines	585,692	335,515
Network Television	2,886,264	421,247
Spot Television	2,290,350	3,181,730
Total Measured	5,827,321	4,395,647
Total Unmeasured	1,172,179	1,104,353
Estimated Total	7,000,000	5,500,000

**MARKETING PERSONNEL**

**Sales and Marketing**  
Alfred Firestein, director of U.S. marketing  
Lee Rosene, director of U.S. sales  
Chester Firestein, director of U.S. merchandising

**Advertising**  
Nelson Gross, director of U.S. advertising  
R. H. Shafhausen, advertising manager  
Robert Bard, advertising manager

**Public Relations**  
William Hardwick, public relations director

**ADVERTISING AGENCIES**

Anderson-McConnell Advertising Agency, Hollywood—Sebb, Sof-Set Curl Control, Creme Puff and Hi-Society lipstick—Bruce Altman, vp and account supervisor; James Mackin, account executive; Walter Tiballs, agency tv and radio director; H. Comita, agency marketing director; Marilyn Hart, copy chief, and Faythe Vent, account media director.  
Dreyfus Co., Los Angeles—Portions of the company's foreign advertising—Harold Dreyfus, account supervisor, and Dave Larsen, account executive.

Kenyon & Eckhardt, Los Angeles—Electrique, Primitif and Hypnotique fragrance lines; Natural Wave hair spray, Hi-Fi makeup and lipsticks—William King, vp and account supervisor; Win Goulden, account executive; Robert Arbib, creative director; Joel Harvey, production manager, and Jane Mars, media director.

Carson/Roberts, Los Angeles—Men's Grooming Essentials—Ralph Carson, account supervisor; Jack Roberts, account creative director; Dan Steele, marketing director; Tony Haller, art director; Barbara Wood, fashion art director; Beverly Plotkin, media supervisor.

**Falstaff Brewing Corp.**

Falstaff Brewing Corp., St. Louis, is the 71st largest national advertiser, with a total 1957 expenditure of \$10,500,000, including \$5,363,527 in measured media. This compares with a 1956 total of \$10,200,000, including \$4,383,350 in measured media. Expenditures in 1958 are running about the same as last year.

Falstaff's consistent sales success of recent years continued last year as the company moved up to third place in beer sales, behind Anheuser-

Busch and Schlitz. Falstaff's climb was from fourth place in 1956 and 1955 and sixth in 1954.

Sales totaled 4,292,000 bbls. in 1957 (behind Anheuser-Busch's 6,116,000 bbls. and Schlitz' 6,024,000 bbls.), compared with 3,870,000 bbls. in 1956.

The sales rise was accomplished despite the fact that Falstaff is sold in only 25 states and is available to scarcely more than a third of the nation's beer drinkers.

■ Gross sales in 1957 rose 13.4% to a record \$135,593,713. After payment of \$38,500,973 in federal excise taxes, net sales totaled \$97,092,740, a 14.5% increase over \$84,811,003 in 1956. Net profit was \$4,078,948, compared with \$4,076,452 in 1956.

Net sales were off to a good start with a 12% rise and earnings nearly level in the 1958 first quarter, but the company in April ran into strikes which closed most plants for three or four weeks and decreased earnings. In the first half earnings dropped to \$1,716,138, from \$2,260,491 in the previous first half.

■ But June saw shipments reach a new record of 525,850 barrels, which helped boost first half net sales 4% to \$18,732,807, above the \$46,692,711 of the previous six months. With the brief strike out of the way, president Joseph Griesedieck believes "the earnings picture should be improved during the next six months."

Falstaff is estimated to have about 17% of the market in the 25 states in which it has distribution. The states represent about 37% of U.S. population. For the entire nation, Falstaff has 5.1% of the market, ADVERTISING AGE estimates.

■ A merger with Griesedieck Bros. Brewery Co. at the close of 1957 enabled Falstaff to acquire an additional 900,000-bbl. plant in St. Louis. The company now operates three plants in St. Louis, with additional breweries in Omaha, New Orleans, San Jose, Fort Wayne, Galveston and El Paso.

Last year Falstaff opened markets in Southern California for the first time. Expansion was made in the Far East to include U. S. military markets in Japan, Korea and Guam. Another step was completion of an executive offices building in St. Louis. Construction also is progressing on a multi-million dollar packaging center at the firm's Galveston plant. Completion is scheduled for early 1959.

The company continued to be a leading sponsor of television and radio broadcasts of major sports events. Fans in 1958 will have witnessed Falstaff's sixth consecutive year of the CBS-TV baseball "Game of the Week," with Dizzy Dean and Bud Blattner doing the honors, 39 weeks of the "State Trooper" show starring Rod Cameron, and the fourth straight year of the CBS-TV professional football "Game of the Week." Added to the Saturday baseball telecasts this year was a Sunday "Game of the Week." Other Falstaff-sponsored sporting events include radio broadcasts of the St. Louis Hawks basketball games and the San Francisco Giants' baseball games, and sponsorship of the San Francisco 49ers and Los Angeles Rams on radio and television.

The company's marketing team lineup and agency personnel remained substantially the same.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspaper	\$ 335,292	\$ 271,406
Magazines	130,960	130,960
Network Television	627,267	842,460
Spot Television	2,196,180	1,224,430
Outdoor	2,204,878	1,014,094
Total Measured	5,569,527	4,383,350
Total Unmeasured	5,136,473	5,816,650
Estimated Total	10,500,000	10,200,000

**MARKETING PERSONNEL**

Karl K. Vollmer, vp and director of

marketing  
Leo Harrison, administrative assistant to the director of marketing  
Willard Evans, director of marketing research  
J. V. Fort, director of marketing training  
D. Fitzgerald, sales promotion manager  
Norman Thomas, new market areas

**Sales**

R. Bruce Wightman, general sales manager  
Robert Thibaut, administrative assistant to the general sales manager  
Charles Dependahl, regional sales manager

**Division Sales Managers**

Harvey Eckley, Central  
Kenneth Ploss, Midwest  
Jack Dodson, Southern  
Coy Vinson, Southwest  
Frank Crimmins, Northern California  
Harry Schake, Great Lakes  
Wm. DeuFriend, Southern California

**Advertising**

Alvin Griesedieck Jr., advertising director  
George P. Holtmann, assistant advertising director  
Roy D. Sherwood, point of sale manager  
Gerry P. Branson, field division manager  
Elon C. Gustafson, distributor advertising manager  
George Brody, advertising records supervisor

J. Malcom McMenamy, advertising manager, Central Division, St. Louis  
Frank C. Conroy, advertising manager, Great Lakes Division, Fort Wayne  
Erich A. Gagel, advertising manager, Midwest Division, Omaha  
J. Robert McDonald, advertising manager, Mountain Division, El Paso  
Barry Sullivan, advertising manager, Southwestern Division, Galveston

Henrik C. Gahn, advertising manager, Northern California Division, San Francisco

O. Douglas Finley, advertising manager, Southern California Division, Los Angeles

**George DeMare, advertising manager, Southern Division, New Orleans**

**ADVERTISING AGENCY**

Dancer-Fitzgerald-Sample Inc.—Falstaff beer—S. J. Hamilton, account supervisor; Edmund Burke, account executive.

**Firestone Tire & Rubber Co.**

Firestone Tire & Rubber Co., Akron, is the nation's 50th biggest advertiser, with total expenditures in 1957 estimated by ADVERTISING AGE at \$15,633,000, of which \$6,773,036 was in measured media. This compares with a 1956 estimate of \$14,500,000, of which \$6,738,955 was in measured media. Firestone also reportedly invests an additional \$3,000,000 in foreign advertising.

Net sales and net income in 1957 hit record highs at Firestone. Net sales climbed to \$1,158,000,000, compared with \$1,115,000,000 in 1956. Net income amounted to \$61,692,152, compared with \$60,538,848 in 1956. It was the second year that the company's earnings went over the \$60,000,000 mark.

■ The first signs of the business recession appeared in Firestone's report for the first six months this year. Net sales for that period amounted to \$490,854,806, a decrease of 10.8% from sales of \$550,422,328 for the first half of 1957. Net income reached \$21,264,682, compared with \$28,430,380 for the same period last year, a drop of 25.2%.

Firestone last year maintained its position as the world's largest producer of rubber, which the company sells to fabricators in addition to using in its own manufacturing operations. Among rubber companies, Firestone rates second only to Goodyear in total sales and earnings. In the tire market, Firestone is strong. Firestone reports that it has about 22% of the market and Goodrich 9%, both ranking behind Goodyear which, with Kelly and special brands, has about 30%.

■ Among the products which Firestone introduced in 1957 were new and improved tires of advanced design for passenger cars, trucks, tractors, aircraft and off-the-highway vehicles; brake lining for new industrial applications; rims for earth mover and road grader tubeless tires and power-adjusted tractor wheels;

# 30 Ct. Rail Fare Would Leave Drivers Cold

Survey Shows Plan Would Draw Riders From Mass Transit

By JOSEPH M. GUERRA  
Of The Bulletin Staff

A 30-cent railroad fare, tentatively proposed by the Pennsylvania Turnpike Commission (PTC) for transfer privileges plus more park-ride lots would increase patronage on the Chestnut Hill lines of the Pennsylvania and Reading railroads almost 50 per cent, according to a city survey.

But, it was found, such a package would do little to lure people from their autos onto the railroads.

The bulk of the new railroad riders, the survey found, would switch from other forms of mass transit—bus, trolley and subway—elevated lines.

From the city's point of view, any experiment with lower fares and co-ordinated service will be primarily a test of the ability of existing systems to haul, or possibly reverse, the present downward trend of transit and railroad riding.

The study, made by Market Research Service, Inc., for the Urban Traffic and Transportation Board, bears out a long standing city contention that a combination of lower commuter fares, plentiful and cheap service would

draw more riders.

The survey found that the present downward trend of transit and railroad riding is due to the fact that the city is not getting this service realized.

The present time is the time to make up an operation.

The Pennsylvania Turnpike Commission agreed to the plan.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

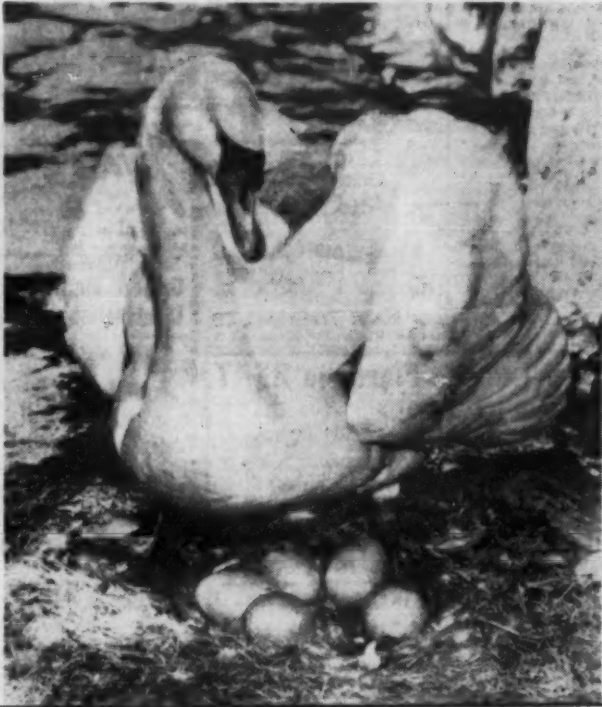
The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

The Commission proved the plan to be a success.

# Zoo Birds Desert Winter Quarters for Outdoor Living



# Youth Terms Confession Lie

Blame Takes Stand in His Murder Trial

Blame took the stand at his trial to deny, in a scarcely audible voice, any part in the bludgeoning slaying of Warren G. Carter, an American Store manager, on September 24, 1954.

He said a confession taken April 29, 1957, by detectives who questioned him in City Hall after he had been implicated by another youth was "all a lie."

With hands clasped behind his back he told the court the "detectives were questioning me so much and pressing me I thought by me saying I was there it would all be forgotten."

### Blame Knuckles Used

Earlier yesterday afternoon of December 1957, near 12th and 13th streets, read a statement giving his account of Carter's death.

In it he told of hitting Carter six or seven times with brass knuckles.

The statement, read by Judge, related that the gang (members of the "Young Men") killed Carter "just because he was holding a gun."

A defense witness, Charles N. Robert (no relation), who was brought to court from Camp Hill Industrial School where he is serving a term for auto larceny, also termed "false" a statement he had given police.

# Frankford Woman and Stepdaughter Both Have Sons



Sharing the same room in the maternity section of Frankford Hospital, Mrs. L.

# Neighborliness is a reason why

in Philadelphia nearly everybody reads *The Bulletin*

Greater Philadelphia is unique. It's both a modern metropolis and a collection of proud little communities, where families live as old-fashioned neighbors.

These folks look to Philadelphia's home newspaper—The Evening and Sunday Bulletin—because it combines the contents of a big city daily with a complete coverage of neighborhood news. The Bulletin is a welcome family friend, invited into the home day after day.

No wonder advertisers get results from The

Bulletin. Their sales messages are read by the entire family in the home, where decisions to buy are made. Philadelphians like The Bulletin. They read it, respect it and respond to the advertising in it.

The Bulletin goes home . . . delivers more copies to Greater Philadelphia families every seven days than any other newspaper.

Advertising Offices: Philadelphia • New York • Chicago  
Representatives: Sawyer Ferguson Walker Company, Detroit • Atlanta • Los Angeles • San Francisco  
Florida Resorts: The Leonard Company, Miami Beach

The Bulletin publishes the largest amount of R. O. P. color advertising in Philadelphia—Evening and Sunday!

# 'Old-Fashion' Rules Hamper Railroads, Fisher Says

The railroads seek the right to compete with other forms of transportation but are hampered in doing so by regulations based on old-fashioned ideas, Joseph A. Fisher, president of the Reading Co., said here last night.

Speaking to members of the Newcomen Society in North America, Fisher said that, paradoxically, transportation development over the years has led to a "deteriorating railroad situation."

Highway transportation, air transportation, waterway improvements and a wide program of federal and state road construction have caused competition the railroads did not dream of in the 19th Century, he said.

# Constable Guilty in \$255 Fraud

Jedward Robinson, 28, a constable, yesterday pleaded guilty to obtaining money under false pretenses in a \$255 fraud.

Robinson, accused of taking \$255 in two installments from 2225 S. Locust St. on May 20, 1957, under the name that he would get him a job driving a truck for the city.

Assistant District Attorney Jerome Balita brought out that Robinson told Robinson he would get him a job. When Robinson tried to get his money back in December, 1956, Robinson kept putting him off saying he would get the money from a numbers writer.

# Wedding ring, found by a neighbor after being lost for 30 years, is placed on his "bride" of 45 years by Charles (Chad) Fry in their Spring City home.

Charles (Chad) Fry, 64, painter and paperhanger, set in his home at 838 Latsch's row, Spring City, and read the local newspaper.

He saw an item about Ralph Platt, who lives two doors away, digging up a wedding ring under his lime bush.

Could that, wondered Fry, be the wedding ring which had mysteriously disappeared from the buffet, where his wife had placed it, in 1928.

He and Mrs. Fry went to see the ring Platt found.

Sure enough, it was engraved "C.F. to C.D., April 7, 1913."

The Fry's think that one of their 13 children, possibly a daughter playing "grown-up," took the ring out and lost it 30 years ago.

On Mrs. Fry's 50th birthday the children chipped in and bought her a ring to replace the lost one. Yesterday, Fry slipped the old one, still in good condition, on the fourth finger of her left hand.

**6:35 P. M.**  
"THE HARRY PRIME SHOW." Combining the food is rounded menu with vocal stylings by your popular host.

**8:00 P. M.**  
"ANSWER PLEASE." Douglas Edwards' answer quiz selected by curious members of the listening audience.

**8:30 P. M.**  
"RICHARD DIAMOND, PRIVATE DETECTIVE." "Lost Testament." A missing letter is a clue to the last will of an investment counselor found straggled in his belt.

**9:00 P. M.**  
"PLATHOUSE 98." "Rotten of Evening" starring Barbara Bel Geddes, John Kerr and Robert F. Simon. The story of a World War II romance concerning an English girl who falls in love with a young married American pilot stationed in England.

agriculture wheels; color anodized aluminum fabrications for the automotive and home appliance industries; new resins for the outdoor protection of metals; low pressure polyethylene monofilament for outdoor and casual furniture; several new synthetic rubber polymers, and new types of Airide air springs for automotive vehicles and industrial machinery.

Last year, Firestone acquired the Electric Wheel Co., Quincy, Ill., to enlarge the scope of its metal products activities. Firestone also purchased from the U.S. government the experimental laboratories adjacent to the company's Akron synthetic rubber plant, to provide additional synthetic rubber research for production facilities.

New tire factories were opened in Cuba and in the Philippines, and a new factory for the manufacture of Airide air springs began operation in Noblesville, Ind. A new plant for making butadiene, used in the manufacture of synthetic rubber, started production at Orange, Tex.

Firestone, like other rubber and industrial companies, is a leading supplier of products for the armed forces, including guided missiles and missile launchers.

In March, 1958, Firestone announced the construction of a new Monterey, Cal., engineering laboratory for its guided missile division. Basic research and design work on guided missile systems will be conducted there.

In February of this year, the Firestone Industrial Products Co. was decentralized into two separate companies—the Firestone Rubber & Latex Products Co., Fall River, Mass., and the Firestone Industrial Products Co., Noblesville, Ind.

R. D. Smith was named president and R. J. Mitchell vp in charge of sales of the Industrial Products Co. P. P. Crisp, former president of this subsidiary, retired from the company. C. J. McCready was named president and W. W. Llewellyn vp in charge of sales of the Firestone Rubber & Latex Products Co. Firestone said the decentralization was made for economy reasons. The Fall River unit will concentrate on foam rubber products while the Noblesville unit will concentrate on air springs.

J. B. Scarciff, former advertising manager of Firestone Tire & Rubber Co. of California, was named manager of sales promotion of the parent company—a new position.

On the agency side, Firestone last August shifted the advertising for its industrial products company and its steel products subsidiary to Campbell-Ewald Co., Detroit, which already handles a big share of the company's advertising. Grey Advertising had industrial products, and Sweeney & James formerly serviced steel products.

This July, Firestone moved the advertising for its plastic company from Grey Advertising to Aitkin-Kynett Co., Philadelphia. The shift will become effective Nov. 1.

For the second year in succession, Firestone is not televising its "Voice of Firestone" show during the summer. Firestone has been on a 39-week tv schedule in 1957 and 1958 instead of a full 52 weeks. This accounted for a decrease of more than \$300,000 in network tv billings in 1957 as compared with 1956.

Firestone ran into trouble with the Federal Trade Commission in January, 1958, when the FTC charged that the company promoted its second-line tires as first-line products.

FTC said Firestone had advertised its Super Champion and De-

luxe Super Champion as a first-line 100-level tire used for original equipment on cars. Actually, FTC said, the Deluxe Champion is the tire used as original equipment, and the use of the names Super Champion and Deluxe Super Champion misleads the public into assuming it is getting a tire superior to the Deluxe Champion. The case currently is pending in the ninth district court of appeals in Akron.

Table titled 'ADVERTISING EXPENDITURES' comparing 1957 and 1956 data for Newspapers, Magazines, Farm Publications, Business Publications, Network Television, Spot Television, and Outdoor categories, along with Total Measured, Total Unmeasured, and Estimated Total.

Table titled 'PARENT COMPANY MARKETING PERSONNEL' listing names and titles for Raymond C. Firestone (president), H. D. Tompkins (vp), E. B. Hathaway (vp in charge of trade sales), H. M. Taylor (vp in charge of manufacturers sales), R. D. Thomas (manager of tire sales), J. F. Faunce (manager of home and auto supply division), C. B. Ryan (director of advertising, merchandising and sales promotion), F. C. McWilliams (administrative assistant to C. B. Ryan), A. J. McGinness (manager of national advertising), A. E. Brubaker (manager of retail advertising), H. D. Millhous (manager of truck and farm tire advertising), J. B. Scarciff (manager of sales promotion), and John D. Paulus (director of public relations).

Table titled 'ADVERTISING AGENCIES' listing Sweeney & James Co., Campbell-Ewald Co., W. W. Selover (account supervisor), J. W. Clason (account executive), R. V. Hungerford (art supervisor), D. G. Kraatz (tv and radio), S. L. Congdon (merchandising and promotion), C. L. Roehm (traffic and production), and J. J. Passmore (media).

Table titled 'FIRESTONE INDUSTRIAL PRODUCTS CO. MARKETING PERSONNEL' listing R. D. Smith (president), R. J. Mitchell (vp in charge of sales), and H. B. Winslow (advertising manager).

Table titled 'ADVERTISING AGENCY' listing Campbell-Ewald Co., Detroit—John Clason and Phillips B. van Dusen, account executives.

Table titled 'ADVERTISING EXPENDITURES' comparing 1957 and 1956 data for Newspapers, Magazines, Network Television, and Spot Television categories, along with Total Measured.

Table titled 'FIRESTONE RUBBER & LATEX PRODUCTS CO. MARKETING PERSONNEL' listing C. J. McCready (president), W. W. Llewellyn (vp in charge of sales), and H. B. Winslow (advertising manager).

Table titled 'ADVERTISING AGENCY' listing Aitkin-Kynett Co., Philadelphia—Thatcher Longstreth and Jack Elgenbrodt, account supervisors.

Table titled 'FIRESTONE PLASTICS CO. MARKETING PERSONNEL' listing Roger S. Firestone (president), Kenneth Edgar (vp in charge of sales), and Frank T. Groten (vp in charge of chemical sales).

Table titled 'ADVERTISING AGENCY' listing Grey Advertising Agency, New York—B. I. Brownold (account supervisor), Richard Martell, Joseph Reda, account executives.

Table titled 'ADVERTISING EXPENDITURES' comparing 1957 and 1956 data for Newspapers, Magazines, Network Television, and Spot Television categories, along with Total Measured.

Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Sense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the data on the 100 leading advertisers. The usual features will be back in their regular places next week.

FIRESTONE STEEL PRODUCTS CO.

Table titled 'MARKETING PERSONNEL' listing L. J. Campbell (president), H. B. Winslow (advertising manager), W. S. Kidder (sales manager, rim products), Allen Smith (sales manager, defense products), C. E. Dunn (sales manager, stainless steel products), T. H. Pace (sales manager, stampings), and C. C. Cupp (sales manager in charge of Detroit office).

Table titled 'ADVERTISING AGENCY' listing Campbell-Ewald Co., Detroit—Phillips B. van Dusen, account executive.

Ford Motor Co.

Ford Motor Co., Dearborn, Mich., is the nation's 3rd largest corporation, ranked by sales, and the 3rd largest advertiser. Advertising expenditures in 1957 came to \$103,500,000, of which \$68,953,501 was in the measured media.

In 1956, total expenditures were estimated at \$88,650,000, including \$56,648,000 in measured media. Much of the increase for 1957 was due to the introduction of the Edsel car, which was launched with an estimated \$11,000,000 advertising drive during the final half of the year.

Measured media figures show approximately how the ad money was divided among the lines last year for newspapers, magazines, tv and outdoor: Ford and Thunderbird, \$38,500,000; Mercury, \$12,000,000; Lincoln and Continental, \$5,200,000; and Edsel, \$7,500,000.

In 1958, Ford ad totals are likely to drop somewhat, along with sales, as the company struggles through a recession period. The U.S. auto manufacturers sold about 6,000,000 cars in this country during 1957; the figure for 1958 has been forecast at between 4,000,000 and 4,500,000 units.

Ford's net sales for 1957 were \$5,771,300,000, highest dollar sales in its history and 24% above 1956 sales of \$4,647,000,000. Net income last year amounted to \$282,800,000, 19.5% above the \$236,600,000 net for 1956.

Ford's factory sales of 2,224,205 cars and trucks accounted for 30.8% of the auto factory sales in the U.S. in 1957, and 31.3% of the truck market, the highest market penetration Ford has made since World War II.

Ford car factory sales last year totaled 1,522,196 units, for 24.9% share of market. Mercury sales were 274,908 units, or 4.5% of the market; Lincoln and Continental captured 0.6% of the market with 37,308 units sold; Edsel sales were 50,393 units for an 0.8% market share; Ford sold 339,400 trucks, for a 31.3% share of market.

Sales for the first six months of 1958 were \$1,987,300,000, or 34% less than sales for the first half of 1957. Net income for the

same period totaled \$5,400,000, against \$171,000,000 earned in a like 1957 period. Sales of 710,471 units represents a huge decline from the first six months of 1957, when 1,195,592 units were sold.

Sale of defense products in 1957 was \$525,000,000, compared with \$273,000,000 in 1956. The company's subsidiary, Aeronutronic Systems Inc., Van Nuys, Cal., also does defense work and research for the Air Force.

The company's tractor and implement division produced 39,685 tractors last year, up slightly from the 1956 total of 39,097. However, Ford's share of this market dipped from 18.1% in 1956 to 17.7% in 1957.

Ford's foreign subsidiaries in England, France, Germany and other countries accounted for \$273,000,000 of the company's consolidated sales for 1957, compared with \$255,000,000 the year before.

The Ford Co. introduced its medium-price Edsel car in September, backed by an ad budget estimated at more than \$14,000,000 for the first model year. The Edsel had factory sales of 50,393 as of Jan. 1, for 0.8% of the market. The slow start caused a flood of comment on the validity of the extensive market research done before the Edsel was introduced. Ford officials admitted Edsel sales did not meet expectations, but put part of the blame on the recession, which was gathering steam as the car was introduced. Edsel unit sales for the first six months of 1958 were 8,522.

Several changes in the Ford Co. marketing picture were made during the year, centering around James J. Nance. Mr. Nance came to Ford in 1956 to head a central marketing staff, which was to conduct long-range research and planning, and review divisional marketing plans. In September, 1957, however, Mr. Nance was named to head a reunited Lincoln-Mercury division. The central marketing staff became relatively inactive.

Then early in 1958, a sweeping reorganization of the marketing structure took place. Ford moved its Edsel, Lincoln-Mercury and foreign car import operations under Mr. Nance, who was named vp and general manager of the new M-E-L division. This brought the company's automobile functions into two groups, the other being the Ford division (Ford cars and trucks and Thunderbirds).

The M-E-L division is responsible for the engineering, production and marketing of the Continental, Lincoln, Mercury and Edsel lines (though each will continue to be merchandised separately); and is also responsible for U.S. sales of the English Ford line and products imported from Ford of Germany.

As a result of the formation of M-E-L, Richard E. Krafve, vp, formerly general manager of the Edsel division, was assigned to the staff of R. S. McNamara, group vp in charge of the car and truck division. Ben D. Mills, who was Mr. Nance's assistant for Lincoln-Mercury, is assistant general manager of the M-E-L division.

In August of this year, Mr. Nance named C. E. Bowie, formerly sales manager for Lincoln and Mercury, sales manager for the entire division. N. K. Van Derzee remained as Edsel sales manager. R. F. Williams, formerly market representation manager, now heads Mercury sales, and E. F. Coll moved up from a regional position to become Lincoln and Continental sales manager.

Mr. Nance said the move was a "final step" in the consolidation of the activities of the various car lines into one division.

Others moved around included

L. C. Beebe, formerly Edsel marketing manager, who was named manager of sales services for the division. J. B. Burke, a regional manager, is now field sales manager.

In other company changes last year, Ford dropped its super-plush Continental Mark II in favor of the more moderately priced Mark III. Only 3,000 of the prestige-building Mark II's were sold during the 18 months it was in production. On Dec. 31, Ford brought out a four-seat Thunderbird sports car, which replaced the two-seat model, another car which had done much to enhance the company's prestige.

The company was involved in the multiple agency switches which hit the industry early in 1958. In January, Young & Rubicam resigned the Lincoln account, and later picked up the Chrysler car account. Ford named Kenyon & Eckhardt, its Mercury agency, to handle advertising for Lincoln in March. K&E had previously handled Lincoln, from January, 1948, to September, 1955.

The only agency news from Ford during 1957 was the appointment of J. Walter Thompson Co., Toronto, by Ford Motor Co. of Canada Ltd. to handle Canadian advertising for Ford cars and trucks and for British-built Ford products. Cockfield, Brown & Co. retained the Edsel and Ford of Canada institutional portions of the account.

Corporate advertising at Ford is administered by the public relations and advertising staff headed by vp Charles F. Moore Jr. Kenyon & Eckhardt is the institutional agency.

In August of this year Ben R. Donaldson resigned as director of institutional advertising. He was replaced by Jervis B. McMechan, who has the title of manager of the institutional advertising department. Mr. McMechan was coordinator of institutional space advertising before taking over the department. Mr. Donaldson remains at Ford as an advertising consultant.

Table titled 'ADVERTISING EXPENDITURES' comparing 1957 and 1956 data for Newspapers, Magazines, Farm Publications, Business Publications, Network Television, Spot Television, and Outdoor categories, along with Total Measured, Total Unmeasured, and Estimated Total.

FORD MOTOR CO. CENTRAL STAFF

Table titled 'Marketing' listing C. F. Moore Jr. (vp-public relations and advertising), E. E. Rothman (general advertising and sales promotion manager), J. B. McMechan (manager of institutional advertising), R. J. Egert (marketing research manager), and R. W. Chambers (market representation manager).

FORD DIVISION MARKETING PERSONNEL

Table titled 'Marketing' listing W. J. Cooper (general sales manager), L. A. Iacocca (car marketing manager), Wilbur Chase Jr. (truck marketing manager), Guy Hamilton Jr. (marketing services manager), and G. H. Brown (marketing research manager).

Table titled 'Advertising' listing J. R. Bowers (car advertising manager), F. J. McGinnis (truck advertising manager), and H. M. Brown (manager of public relations).

Table titled 'ADVERTISING AGENCY' listing J. Walter Thompson Co., Detroit—All Ford division products and dealer advertising—John McQuigg, account supervisor.

Table titled 'ADVERTISING EXPENDITURES' comparing 1957 and 1956 data for Newspapers, Magazines, and Farm Publications categories, along with Estimated Total.



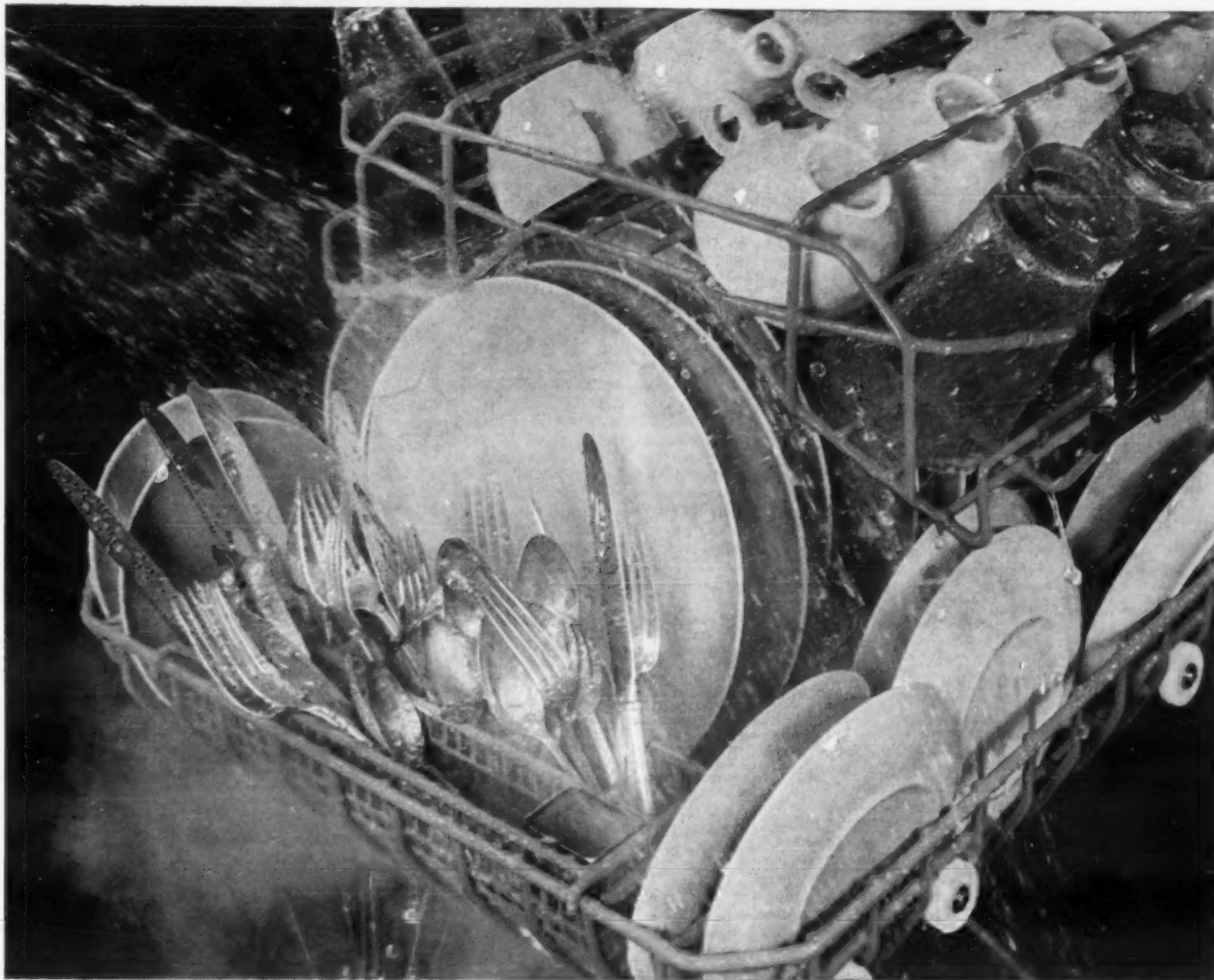


PHOTO COURTESY THE ANACONDA COMPANY

## The Chemical Engineer washes 300 million dishes a day

*Detergents are only one of the myriad products made possible by the Chemical Engineer and his technology.*

Wherever he is in industry . . . and his activities range from atomic energy and rocket fuels to drugs and detergents . . . the chemical engineer is your most critical buying factor. He creates products, controls processes, designs and builds plants. His technology ties the industry together. Naturally, he recommends and specifies at every stage in



the buying procedure. If you sell him first, you'll be way up front when the need for new equipment and raw materials arises.

For more than 55 years, the one publication completely dedicated to this man has been CHEMICAL ENGINEERING . . . the solid 3 to 1 choice among chemical engineers in all functions, in all industry. This year you can reach them with more timeliness and impact than ever before. CHEMICAL ENGINEERING, A McGraw-Hill Publication, 330 W. 42nd St., New York 36, N. Y. ☉ ☉

*Published every other monday  
for Chemical Engineers in all functions*

Table with columns for Network Television, Spot Television, Outdoor, and Total Measured, with values for 1957 and 1958.

M-E-L DIVISION

MARKETING PERSONNEL

C. E. Bowie, general sales manager; George S. Coats, assistant general sales manager; L. C. Beebe, manager of sales services; J. B. Burke, field sales manager; W. A. Maharry, manager of public relations; Mercury; R. F. Williams, sales manager; R. J. Fisher, marketing manager; H. L. Swan, advertising manager; G. O. Hackett, sales promotion manager; J. R. Moroney, marketing plans manager; Lincoln and Continental; E. F. Coll, sales manager; J. E. Barnes, marketing manager (acting); Bruce Miller, advertising manager; J. C. Turnaciff, sales promotion manager; J. E. Barnes, marketing plans manager; Edsel; N. K. Van Derzee, sales manager; E. E. Fox, advertising manager; W. L. Thomas, sales promotion manager; Walter Murphy, marketing plans manager; Advertising Agencies; Kenyon & Eckhardt, Detroit; all Lincoln and Mercury products; Don Miller, Mercury account executive; George Oswald, Lincoln account executive; Foote, Cone & Belding, Chicago and Detroit; Edsel car—Charles S. Winston, account executive.

ADVERTISING EXPENDITURES

Table showing advertising expenditures for Mercury, Lincoln and Continental, and Edsel in 1957 and 1958, categorized by Newspapers, Magazines, Farm Publications, Network Television, Spot Television, Outdoor, and Total Measured.

TRACTOR & IMPLEMENT DIVISION (Birmingham, Mich.)

MARKETING PERSONNEL

L. E. Dearborn, general sales manager; Advertising: J. F. Pedder, assistant general sales manager—advertising and sales promotion; L. E. Birger, advertising manager; W. E. Butler, merchandising manager; Howard Tuttle, manager of public relations.

ADVERTISING AGENCY

Meldrum & Fawcsmith, Birmingham, Mich.—W. H. Stone, account supervisor.

FORD INTERNATIONAL DIVISION

MARKETING PERSONNEL

R. N. Conn, general sales manager; Advertising: D. E. McKellar, advertising manager; F. D. Murden, public relations manager.

ADVERTISING AGENCY

J. Walter Thompson Co., New York—Imported English Fords and Taunus—J. L. McQuigg, account executive.

General Electric Co.

General Electric Co., Schenectady, N. Y., is the nation's 6th largest advertiser. Its advertising expenditures in 1957 were estimated at \$72,949,717, of which \$27,949,717 was reported in measured media. This compares with a 1956 estimate of \$74,096,940, of which \$39,096,940 was in measured media. The 1958 expenditure is expected to exceed the 1957 total by about \$3,000,000. In its 65 years of operation, GE has never failed to earn a profit; it has paid a dividend every year since 1899; and since World War II it has spent more than \$1.5 billion on plant modernization and expansion. Since the war, it has changed its organizational structure from a highly centralized corporation to about as broad a decentralized operation as there is in American industry. GE now operates 166 plants in 132 cities in 34 states, territories and provinces of the U.S. and Canada.

Its sales have grown from \$2,233,800,000 in 1950 to \$4,335,664,061 in 1957. Net after taxes in 1950 was \$179,700,000, and rose to \$247,851,871 in 1957.

GE now has more than 100 decentralized operating departments, grouped in 22 divisions, which in turn make up three major operating groups. These are: Apparatus (chiefly electrical capital goods and industrial equipment); Consumer Products; and Electronic, Atomic and Defense Systems.

The company's 1957 annual report included the approximate percentages of GE's business in four broad classifications of products: heavy capital goods (turbine-generators, large electric motors, switchgear, etc.), amounted to about 26% of total sales; components and materials supplied primarily to industrial customers amounted to about 27%; consumer goods sales amounted to another 27%; and sales by defense products departments represented the remaining 20% of the total volume.

In major appliance sales, industry estimates continue to place GE refrigerators first in the field, General Motor's Frigidaire second, and Sears, Roebuck third. GE ranges lead the industry; its washers are second in sales volume to Sears, Roebuck's; GE dryers and dishwashers are reportedly top sellers in the field; its waste disposers rank second, and its room air conditioners first.

Because of the complexity of GE's decentralized operation, it is extremely difficult to present a breakdown of advertising expenditures by units or divisions.

However, it is estimated that the company's Hotpoint division in '57 spent about \$2,000,000 in magazines and Sunday supplements; about \$1,500,000 in newspapers; and about \$5,600 in outdoor.

GE's institutional advertising was about \$3,069,771 in network tv and about \$92,681 in newspapers. For its electrical appliances GE is estimated to have spent close to \$1,000,000 in network tv, probably more than that in magazines, about \$500,000 in newspapers and \$238,000 in outdoor. Advertising for GE refrigerators in '57 ran about \$1,568,100. Of this sum, \$850,000 went into newspapers and \$718,100 into magazines. GE washers last year received about \$710,000 in newspaper advertising and \$882,690 in magazines for a total of \$1,592,690. The company's advertising for vacuum cleaners was about \$300,000 and tv and radio sets, \$1,800,000. GE said that it spent 10% more in measured media than is reported in the table below. However, GE includes production and talent costs in its estimate, and these factors are not included in measured media figures. In the listing below, production and talent are included in the unmeasured total.

ADVERTISING EXPENDITURES

Table showing advertising expenditures for Newspapers, Magazines, Farm Publications, Business Publications, Network Television, Spot Television, Outdoor, Total Measured, Total Unmeasured, Estimated Total, and Expenditure in 1957 and 1958.

HEADQUARTERS PERSONNEL Marketing Services New York

G. A. Bradford, consultant, advertising and sales promotion; J. E. Donegan, specialist, vendor relations; Public and Employee Relations Services: J. Stanford Smith, manager; D. W. Burke, manager of industrial programs (includes space advertising, radio, television and motion pictures).

ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, New York—W. Barry McCarthy, account executive.

APPARATUS SALES DIVISION Schenectady, N. Y.

Advertising: R. B. Reid, manager, advertising and sales promotion.

ADVERTISING AGENCY

G. M. Basford Co., New York—A. A. MacLaren, account supervisor; D. Lammonica, H. Dutcher, E. Hatcher, M. J. Turner, account executives.

APPLIANCE & TELEVISION RECEIVER DIVISION Louisville, Ky.

Advertising: A. L. Chopp, manager, advertising and sales promotion, range department; R. R. Frederick, manager, advertising and sales promotion, household refrigerator department; E. Reichert, manager, advertising and sales promotion, dishwasher and disposal department; G. F. Kiewert, manager, advertising and sales promotion, room air conditioner department; R. S. Wahlberg, manager, advertising and sales promotion, home laundry department; D. O. Okridge, manager, advertising and sales promotion, television receiver department; J. J. Heffernan, manager, advertising and sales promotion, air conditioning department (Bloomfield, N.J.).

ADVERTISING AGENCIES

Erwin Wasey, Ruthrauff & Ryan, New York—Air conditioning division, Bloomfield, N.J.—Albert Low, account supervisor; Young & Rubicam, New York—Appliance and television receiver division, Louisville, Ky.—G. Montagu Miller and Randolph T. McKelvey, account supervisors.

CANADIAN GENERAL ELECTRIC CO. LTD. Toronto

Advertising

Hugh Rose, manager, advertising and sales promotion, apparatus department; D. G. MacKenzise, manager, advertising and sales promotion, major appliance section (Montreal); C. P. Colvin, manager, advertising and sales promotion, small appliance section; V. R. Young, manager, advertising and sales promotion, industrial products department; R. W. McDonnell, manager, advertising and sales promotion, lamp department; J. C. Hazlewood, manager, advertising and sales promotion, tube section, electronic equipment and tube department; T. Yellowlees, manager, advertising and sales promotion, motor and control department (Peterborough, Ont.).

ADVERTISING AGENCY

MacLaren Advertising Co., Toronto—C. E. Brown, account supervisor; C. E. King, R. McBain, J. G. Butler, R. Westlake, D. N. Roe, G. L. Reneau and C. E. Brown, account executives.

CHEMICAL AND METALLURGICAL DIVISION Pittsfield, Mass.

Advertising

C. L. Chase, manager, advertising and sales promotion, chemical materials department; G. S. Berge, manager, marketing section, plastics department (Decatur, Ill.); R. E. Lammens, manager, advertising and sales promotion, laminated and insulating products department (Coshongton, O.); R. A. Winter, manager, advertising and sales promotion, silicone products department (Waterford, N.Y.); J. W. Mason, manager, advertising and sales promotion, metallurgical products department (Detroit, Mich.).

ADVERTISING AGENCIES

G. M. Basford Co., New York—chemical materials department—A. A. MacLaren, account supervisor; Bats-Hodgson-Neuwoehner Advertising Agency, St. Louis—plastics department—Earl G. Bats, account supervisor; Jay H. Maish Co., Marion, O.—textolite industrial laminates—Robert E. Sullivan, account supervisor; Brooke, Smith, French & Dorrance, Detroit—metallurgical products department and laminated products department—L. Grant Hamilton, account supervisor.

CONSTRUCTION MATERIALS DIVISION Bridgeport, Conn.

Advertising

Andrew Doremus, manager, advertising and sales promotion, wire and cable department; John E. Neuberger, manager, advertising and sales promotion, wiring device section (Providence, R.I.); R. A. Brown, advertising and sales promotion, accessory equipment advertising.

ADVERTISING AGENCIES

G. M. Basford Co., New York—Herbert R. Harris and E. S. Nuspleiger, account supervisors; Noyes & Co., Providence—wiring device department—A. E. Van Wagner, account supervisor.

SWITCH GEAR AND CONTROL DIVISION Plainville, Conn.

Advertising

R. D. Fitzpatrick, manager, advertising and sales promotion, distribution assemblies department; R. W. Dorsey, manager, advertising and sales promotion, circuit protective devices.

ELECTRONIC COMPONENTS DIVISION Syracuse, N.Y.

Advertising

R. D. Kennedy, manager, advertising and sales promotion, receiving tube department (Owensboro, Ky.); W. A. Babcock, manager, advertising and sales promotion, power tube department (Schenectady, N.Y.); S. R. Tedford, manager, advertising and sales promotion, semi-conductor products department; J. R. Owen, manager, advertising and sales promotion, specialty electronic components department (Auburn, N.Y.).

INDUSTRIAL ELECTRONICS DIVISION Syracuse, N.Y.

Advertising

G. H. Floyd, manager, advertising and sales promotion, communication equipment products department; R. D. Jordan, manager, advertising and sales promotion, computer department (Phoenix, Ariz.); S. J. Eby, manager, advertising and sales promotion, broadcast and military products.

W. R. Petrie, manager, advertising and sales promotion, x-ray department (Milwaukee).

ADVERTISING AGENCIES

Maxon Inc., New York—receiving tubes and power tubes—M. F. Mahony, account supervisor; J. E. Weik, P. T. Connolly and G. W. Bradley, account executives; Klau-Van Pietersom-Dunlap, Milwaukee—x-ray department and industrial electronics division—Noel Turner (medical), B. E. Hotvedt (industrial), account supervisors; Brooke, Smith, French & Dorrance, New York—semi-conductor products and specialty electronic components—W. A. Walker, account supervisor.

HOTPOINT CO. Chicago

Advertising

L. J. D. Angelo, manager, advertising, merchandising, sales and distribution departments; A. M. Utt, manager, advertising and sales promotion.

ADVERTISING AGENCIES

Compton Advertising Inc., New York—appliances and television—Paul Cooke, account supervisor; Gordon & Hempstead Co., Chicago—commercial equipment—Henry M. Hempstead, account supervisor.

INTERNATIONAL GENERAL ELECTRIC CO. New York

Advertising

G. K. Kendall, manager, advertising and sales promotion; R. Sweeny, supervisor, advertising and sales promotion—producer goods; H. D. Henshaw, specialist for advertising and sales promotion—commercial products; W. E. Torpey, specialist for advertising and sales promotion—commercial products; J. A. Amsterdam, specialist for advertising and sales promotion—appliances and tv receivers.

ADVERTISING AGENCY Grant Advertising Inc., New York—R. C. Marvin, account supervisor.

LAMP DIVISION Cleveland

Advertising

M. R. King, manager of advertising; N. W. Townsend, retail advertising and promotion; R. A. Lundgren, commercial and industrial advertising and promotion; H. H. Green, market development advertising and promotion; F. F. Schuhle, miniature lamp advertising and promotion; T. H. Castle, photo lamp advertising and promotion.

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, Cleveland—large and miniature lamps—H. E. Curtis, E. E. Haring, J. B. Majette Jr., R. C. Owen, Rollin Krohne and Nate Tufts, account executives; Foster & Davies, Cleveland—Christmas tree lamps, ozone and germanium lamps—M. R. Davies and W. C. Carlton, account executives; Grey Advertising Agency, New York—photo lamps—R. J. Martell, B. I. Brownhold and Jack Morgan, account executives.

INSULATOR DEPARTMENT Baltimore

Advertising

D. R. Samson, manager, advertising and sales promotion.

ADVERTISING AGENCY

William A. Hatch Agency, Baltimore—W. A. Hatch, account supervisor.

HOUSEWARES AND RADIO RECEIVER DIVISION Bridgeport, Conn.

Advertising

M. M. Masterpool, manager, advertising and publicity, housewares and radio receiver division; J. E. Clarke, manager of merchandising, portable appliances department; G. S. Lenox, manager of merchandising, automatic blanket and fan department; P. T. Connolly, manager of merchandising, vacuum cleaner department; N. R. Huey, manager of merchandising, radio receiver department; E. C. Pease, manager of merchandising, clock and timer department (Ashland, Mass.).

ADVERTISING AGENCIES

N. W. Ayer & Son, Philadelphia—clock and timer department—Seymour Morris (New York) account supervisor; G. H. Reese, William Luedke and John McWilliams, account executives; Young & Rubicam, New York—portable appliance department, vacuum cleaner department, automatic blanket and fan department—W. H. Kierstead, account supervisor; J. D. Cameron, G. Terry, E. E. Norris and H. B. Hall, account executives; Maxon Inc., New York—radio receiver department—P. T. Connolly, account executive.

BARGAINS advertisement featuring a large stylized 'BARGAINS' text, a graphic showing 'HOW TO GET FREE SAMPLES', 'PREMIUM OFFERS', and 'BOOKLETS', and a detailed text block explaining the offer and terms.



*Can you think of  
a sounder guide  
for media buyers?*

6 month  
choice of Washington's  
25 largest advertisers



**THE STAR**  
**52%**  
of total linage



THE POST-  
TIMES HERALD  
**36.6%**  
of total linage



DAILY NEWS  
**11.4%**  
of total linage

Here is something for media buyers to think about: Why is it that the 25 largest advertisers in Washington, D. C. (who buy 53.6% of all retail advertising space) place the lion's share of their linage in The Star? Are any advertisers anywhere in as good a position to judge the prestige and pulling power of Washington newspapers? Or the relative value of their circulation? Doesn't it stand to reason that the paper that pulls best for department stores, men's and women's specialty stores and the leading food and drug chains will pull best for you?

The stores that sell your products in Washington, D. C., pick The Star.

Newspaper readers, too, pick The Star. They give The Star a decisive lead in classified advertising.

There can't be a sounder guide for national media buyers than the pattern so consistently followed year after year by the advertisers in the best possible position to know Washington and its newspapers.

# The Washington Star

EVENING AND SUNDAY ☆ WASHINGTON, D. C.

Represented nationally by: O'Mara and Ormsbee, Inc., 342 Madison Avenue, NYC 17; Chicago — Detroit — Los Angeles — San Francisco

Special Florida representative: McAskill, Herman & Daley, Inc., 1205 Lincoln Rd., Miami Beach, Fla.

**in**  
**House & Home**  
**alone**

**YOUR BUILDING PRODUCTS ADVERTISING**  
surrounds all your best customers

**BUILDERS AND CONTRACTORS**  
who buy your products

**ARCHITECTS**  
who prepare the plans and designs which set up your product sales

**APPRAISERS AND LENDERS**  
who appraise and finance your products for inclusion in mortgages

**DISTRIBUTORS AND DEALERS**  
who supply and promote your products

**REALTORS**  
who evaluate and sell your products at the final point of sale



**House & Home** is the only magazine through which you can tell your sales story to all these professionals who control product sales in home building.

In **HOUSE & HOME** alone your advertisement is read by the builders of as many houses as read any builder magazine, the architects of as many houses as read any architectural magazine, more mortgage lenders than read any mortgage finance magazine, more distributors than read any dealer magazine, more realty men than read any realty magazine . . . .

**House & Home**  
home building's **only** industry magazine  
9 Rockefeller Plaza, New York 20, N. Y.

**INSTRUMENT DIVISION  
PHOTOMETRIC DEPARTMENT**  
West Lynn, Mass.

**MARKETING PERSONNEL**  
J. L. McLaughlin, advertising manager  
**ADVERTISING AGENCY**  
Bresnick Co., Boston—Gerald Roseow, account supervisor.

**General Foods Corp.**

General Foods Corp., White Plains, N.Y. is the nation's 4th largest advertiser, with total expenditures in 1957 estimated at \$87,000,000, of which \$41,759,576 was in measured media. This compares with expenditures of \$77,700,000 in 1956, including \$41,761,077 in measured media.

It is estimated that of GF's total budget, about \$60,000,000 is commissionable. Production takes another \$6,000,000, of which about \$4,000,000 is tv commercial production.

Net sales for fiscal 1958, ended March 31, passed the billion dollar mark for the first time in GF's history, and were \$1,008,898,000, compared with the previous high in fiscal '57 of \$985,953,000. Net earnings increased 10.3% to an all-time high of \$48,397,000 compared with \$43,866,000 in fiscal '57.

Physical volume of products sold was 3.9% higher than in fiscal '57, but dollar sales were only 2.3% higher, largely because of lower costs of green coffee which were passed on in lower prices.

Figures reported for both fiscal '58 and '57 include the S.O.S. division, which produces and markets S.O.S., a soap-impregnated scouring pad, and Tuffy, a plastic dishwashing aid. On Dec. 1, 1957, 349,410 newly issued shares of GF common stock were exchanged for the net assets of The S.O.S. Co., Chicago.

During fiscal '58 GF increased expenditures to market established products and introduce new products. Major new products (some are not yet available nationally) introduced during the past year include: Alpha-Bits, a sugar-coated cold cereal; Tang, an instant orange-flavored breakfast drink; Jell-O chocolate chiffon pie filling; three new Swans Down cake mixes (banana, lemon chip angel food, and orange coconut); and Good Seasons Italian salad dressing mix.

Also new are seven new dishes in the Birds Eye frozen food entree line. They are: sliced beef for two; haddock in white wine sauce for two; turkey with gravy and dressing for two; macaroni and cheese; spaghetti and meat sauce; chicken dinner; and filet regale.

These products along with those brought out the previous year, bring to 34 the number of new products GF has introduced in the past two years.

Now about a year old is GF's Gourmet Foods line. More than 50 quality products and delicacies from the U.S. and abroad are distributed through leading department stores and some food specialty shops. Products include: soups, preserves, biscuits and cookies, cocktail snacks, canapes, entrees and entree sauces, desserts and dessert sauces, coffees, teas and other specialties.

For additions and improvements in plants and equipment, GF spent \$27,700,000 in fiscal '58. Last November, the new GF research center at Tarrytown, N.Y., was dedicated and is now in full operation.

As an outgrowth of its research work in the field, GF, with three other companies (Armour & Co., Continental Can Co., and Food Machinery & Chemical Corp.) formed an independent corpora-

tion, Irradiated Products Inc., to undertake the production planning of a food irradiation plant to be built by the Quartermaster Corps near Stockton, Cal. The installation, first of its kind in the world, will be known as the U.S. Army Ionizing Radiation Center, and will make use of irradiation in the processing, packaging and protection of foods. The new center, scheduled to be completed by mid-1960, will be a pilot or prototype production plant.

Major executive changes at GF in fiscal '58 included the following: Albert F. Watters, who joined GF from RCA, was elected vp—personnel and public relations, John A. Sargent, former president of Diamond Alkali Co., was named vp—finance; George W. Brooks, vp and general manager of the S.O.S. Co., was made a vp after that company became a part of GF.

George Hampton, who has served GF for 33 years, since 1955 as exec vp, was elected senior exec vp. Wayne C. Marks, whose connection with GF dates back to 1926, was elected exec vp succeeding Mr. Hampton.

Elmer J. Grimmett, with 28 years of GF service, was promoted from vp—manufacturing and engineering to vp—operating services. Edwin W. Ebel continues as vp, advertising.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$ 7,917,380	\$ 6,701,455
Magazines	7,511,243	8,304,330
Farm Publications	215,471	327,236
Business Publications	227,200	263,600
Network Television	16,156,601	15,688,789
Spot Television	8,447,000	9,415,940
Outdoor	1,233,781	919,727
Total Measured	41,759,576	41,761,977
Total Unmeasured	45,240,424	35,938,923
Estimated Total Expenditure	\$ 87,000,000	\$ 77,700,000

**MARKETING PERSONNEL**

R. H. Bennett, vp—marketing  
C. A. Kolb, vice president, trade relations  
E. W. Ebel, vp—advertising  
C. A. Wiggins, special assistant to vp—advertising  
G. S. Brady, director, marketing and advertising research  
W. P. Brown, director, advertising services  
H. A. Dingwall, director, broadcast services

**BIRDS EYE DIVISION**

F. J. Otterbein, vp and general manager  
G. L. Mentley, marketing manager  
R. H. Davidson, assistant marketing manager  
J. J. Flanagan, marketing services manager  
E. Tabibian, sales promotion manager  
R. E. Garside, national sales manager  
Howard F. Lochrie, product group manager, fruits, vegetables and potato products group  
Harry A. Trimm, product group manager, prepared foods products  
W. G. Mundy, product manager, dinners & main dishes  
H. P. Maeder, product manager, meat pies  
J. C. Calhoun, product manager, fish products  
R. I. Garver, product manager, poultry products  
H. A. Madsen, acting product manager, frozen concentrate products  
J. C. Harkins, sales manager, institutional and bulk

**BIRELEY'S DIVISION**

Hollywood, Cal.  
D. Ingalls, general manager  
F. J. Marzich, advertising manager, beverage bases, soft drink and dairy  
E. H. Bowen, marketing manager, domestic franchise dept.  
M. A. Collison, sales manager, export dept.  
H. L. MacRae, sales manager, citrus products dept.

**ELECTRICCOOKER DIVISION**

New York  
W. R. Flournoy, general manager  
H. J. Lynch, sales manager

**GENERAL FOODS LTD.**

Toronto  
L. A. Miller, president & general manager  
R. R. McIntosh, vp & asst. general manager  
C. J. Egli, vp—sales  
F. L. Wood, director, advertising & sales promotion  
W. Inch, product group manager  
S. D. Rose, product manager, Instant Maxwell House and Instant Sanka  
R. S. Hurlbut, product manager, regular Maxwell House, Sanka, Gaiques and Baker's coconut  
A. Scorgie, product manager, Kool-Aid,

Kool-Shake, Good Seasons, Swans Down, Calumet  
H. W. Pykala, product manager, Premium chocolate, Baker's cocoa, Dot chocolate, chocolate chips, Jiffy, Certo & Certo Crystals, Instant Postum  
A. Z. Pengelly, product group manager  
H. C. Gibson, product manager, Grape-Nuts, Bran Flakes, Grape-Nuts Flakes, Sugar Crisp  
J. H. Owen, product manager, Minute Rice, Minit Tapioca, La France Satina  
R. B. Rhodes, product manager, Jell-O, Jell-O lemon pie filling, Jell-O chiffon pie filling  
B. C. Wylie, product manager, Jell-O pudding and pie filling, Jell-O instant puddings, Minute gelatine, Bird's custard, D-Zerta

**GOURMET FOODS OPERATION**

J. B. Starke, manager  
J. T. Webber, national sales manager  
W. A. Todd, sales promotion manager

**INSTITUTIONAL PRODUCTS DIVISION**

R. Kramer, general manager  
J. P. Kelley, market planning manager  
J. J. Gannon, national sales manager  
D. T. Sequist Jr., development manager  
W. F. Volckmann, new products manager  
C. J. Herkert Jr., marketing analysis manager  
D. J. Hopwood, promotion and advertising manager

**INTERNATIONAL DIVISION**

G. D. Bryson, vp and general manager and director European area  
P. H. Skala, sales and advertising manager—Europe  
H. E. Wilson, director—Latin American area  
R. P. Collier, sales and advertising manager—Latin America  
M. E. Brown, director, export department  
J. D. Mills, sales and advertising manager—Brazil & Peru  
R. D. Buchanan, military export manager

**ALFRED BIRD & SONS LTD.**

Birmingham, England  
T. M. Smith, managing director  
C. J. Cross-Brown, marketing manager

**GENERAL FOODS G. m. b. H.**

Hamburg, Germany  
R. L. Grosjean, general manager  
E. D. Haueter, marketing manager  
R. Hofmann, new products development manager

**LA INDIA, C. A.**

Caracas, Venezuela  
E. B. Arnold, general manager  
E. W. Ballam, marketing manager

**JELL-O DIVISION**

H. M. Cleaves, vp and general manager  
J. D. North, marketing manager  
H. J. Colclough, national sales manager  
B. R. Panettiere, marketing research manager  
J. J. Darling, group advertising manager, Darling Group  
R. C. Littauer, product manager Jell-O  
G. H. Blake, product manager, Jell-O puddings and pie fillings  
D. B. Burke, product manager, Jell-O instant pudding  
W. P. Dunham, group advertising manager, Dunham Group  
R. E. Jones, product manager, Minute Tapioca and Calumet  
R. H. MacLachlan, product manager, Swans Down cake flour and angel food mixes  
P. C. Ward, product manager, Swans Down cake mixes  
S. K. Ellis Jr., group advertising manager, Ellis Group  
F. A. Baxter, product manager, coconut, La France & Satina  
D. P. Jaicks, product manager, D-Zerta products and Dream Whip  
W. R. Proctor, product manager, syrups and pectins  
G. G. Exo, group advertising manager, Exo Group  
J. B. Dillingham, product manager, Minute Mashed Potatoes  
R. E. Haynes, product manager, Minute Rice  
F. I. Mullin, product manager, Walter Baker chocolate products

**MAXWELL HOUSE DIVISION**

Hoboken, N.J.  
C. W. Cook, vp and general manager  
A. E. Larkin Jr., marketing manager  
T. S. Thompson, advertising & merchandising manager  
P. E. McGowan, national sales manager  
B. E. Caldwell, manager of marketing research  
W. E. Cohan, product group manager, Maxwell House, Yuban & Bliss coffee  
M. C. Baker, product group manager, Instant Maxwell House  
S. A. Witham, product group manager, Sanka, Instant Sanka & Kaffee Hag

**PERKINS DIVISION**

Chicago  
W. P. Lillard, vp and general manager  
J. W. Andrews, advertising manager  
E. F. Fitzmaurice, national sales manager  
J. H. Giroux, product manager, Kool-Aid & Kool-Shake  
J. S. Welles, product manager, Good Seasons salad dressing mix  
S. M. Barker, product manager, new products

**POST DIVISION**

Battle Creek, Mich.  
G. M. Laimbeer, vp & general manager  
H. R. Bloomquist, marketing manager  
H. W. Little, market planning—research manager  
G. Zehder, product planning manager  
T. B. McCune, consumer research manager  
W. R. Booth, national sales manager  
L. J. Pegram, manager, Gaines professional sales  
R. P. Campbell, advertising manager  
F. K. Smart, group advertising manager, cereals  
W. L. Jackson, product manager, Alpha-Bits  
R. G. Secrist, product manager, cereals  
W. P. Casey, group advertising manager, Gaines & beverages  
G. R. Mohler, product manager, beverages  
J. R. Farris, product manager, Gaines meal, canned & biscuits  
R. J. Hoffman, product manager, Prime & Tray-Pack

**S. O. S. DIVISION**

Chicago  
G. W. Brooks, vp & general manager  
R. F. Moriarty, marketing manager  
G. W. Kephart, national sales manager  
E. S. Lang, sales manager, cleanser products  
T. H. Land, marketing research manager  
W. A. Fitzgerald, product manager, SOS  
E. S. Lang, product manager, Tuffy

**ADVERTISING AGENCIES**

Baker Advertising Agency, Toronto, Canada—Instant Maxwell House coffee, Instant Sanka coffee, Regular Maxwell House and Sanka coffee, Baker's coconut, Calumet baking powder, Premium chocolate, Baker's cocoa, Dot chocolate, Chocolate Chips, Jiffy, Certo & Certo crystals, Instant Postum, Minute tapioca, La France, Satina, Jell-O, Jell-O lemon pie, chiffon pie, pudding & pie fillings, Jell-O Instant puddings, Minute gelatin, Bird's custard and D-Zerta—W. R. Baker, senior account executive, and John McEachern, account supervisor.  
Benton & Bowles, New York—Institutional products division; Maxwell House division, Maxwell House, regular & instant, Yuban and Bliss coffees; Post division, all Post cereals, Jersey & private label cereals, Gaines dog foods, dry & canned—William Hesse, management supervisor all GF accounts; Quinton McDonald, account supervisor, Gaines; Theodore C. Levenson, account supervisor, coffees; John A. Thomas, account supervisor, cereals; Robert Harris, account supervisor, institutional products.  
Foote, Cone & Belding, New York—Perkins division—Arthur W. Schultz, account supervisor; John F. Bresnahan, account executive S.O.S. division, handled in agency's Chicago office—Richard Tully, management representative; Fred Rhode, account supervisor.

McConeil, Eastman & Co., Toronto, Canada—Gaiques dry & canned dog foods, Kool-Aid, Kool-Shake, Good Seasons, Swans Down cake flour, Grape-Nuts, Bran Flakes, Sugar Crisp, Minute Rice—C. W. Duncan, account supervisor.  
Young & Rubicam, New York—Jell-O division: Lu Weil, account supervisor; Jell-O, Edw. Ney, account executive; Jell-O pudding & pie fillings & chiffon pie filling, Allan Perry, account executive; Jell-O instant pudding & tapioca pudding, Alexander Brody, account executive; laundry products, Baker's coconut, syrups, pectins, D-Zerta products and Dream Whip, Frank Yahner, account supervisor; Griddle Upton, Roscoe Sturges, Robert Finnie, account executives; Baker's chocolate products, minute rice & minute potatoes, Edgar Van Winkle, account supervisor; Clyde McDonald and Ollie Lyon, account executives; Calumet, minute tapioca, Swans Down mixes and flour, Michael Parent, account supervisor; Jack Kofoed and Joseph Divine, account executives. Birds Eye division: Michael Parent, account supervisor; fruits, vegetables, potatoes, Jack Bishop, account executive; all other products, Walter Silbersack, account executive. Maxwell House division (Sanka products), General Foods Kitchens & sales & customer service dept.: Don McNeil, account supervisor; Owen Burns & Roscoe Sturges, account executives. Post division: William Thompson, account supervisor; Postum, James Benedict, account executive; Tang, Ray Jones, account executive; new products, John Hathaway, account executive; advertising services dept., William Ambrose, account executive. Gourmet Foods: Joseph Wilkerson, account supervisor; James Benedict, account executive.

GF's international division's list of advertising agencies is as follows:  
Grant Advertising Inc., New York—Philippine Islands, J. B. Lasley, Manila.  
Gunther & Back, Stockholm—For Sweden. (Names of account men not available.)

McCann-Erickson, New York—For Brazil and Peru. A. M. Sarmento, Rio de Janeiro; Robert Protzel, Lima.  
Marklin Advertising Ltd., Singapore, Malaysia—For Singapore, Thailand and Hong Kong. (Names of account men not available.)

Young & Rubicam International, New York—For Latin America (except Brazil and Peru); United Kingdom, Germany, The Netherlands, Hawaii, South Africa, and for all publications circulated to the U.S. Armed Forces overseas. H. H. Enders, vp and director, New York; James B. Stanton, Mexico City; John Zerbe, San Juan, P.R.; Jorge G. Car-

# How you can lower Direct Mail costs... with proven effectiveness!

**America's Leading Advertisers Report:  
Cassidy-Richlar's Co-operative Mailing Plan Is  
Outstanding Success Coupled with  
Important Savings!**

## WHAT IS CO-OPERATIVE MAILING ?

If you are not yet acquainted with this man-sized "baby" of the advertising world, let us explain that the Cassidy-Richlar Mailing Plan is designed to include several non-competitive manufacturers in a single sales effort. Nothing is as versatile: it may be used for any type of promotion from a test to a national penetration campaign. Nothing is quite as effective. And nothing is as simple: Cassidy-Richlar plans, produces and performs every last detail—including coupon redemption, premium fulfillment, on-the-spot supervision and research follow-up.

## HOW IT CAN WORK BETTER FOR YOU!

In these days of rising advertising costs—including direct-mail—Co-operative Mailing is the one manner of effecting economies while increasing effectiveness. This happy paradox has been the experience of scores of advertisers whom Cassidy-Richlar has introduced to this exciting sales-stimulant. (Names on request.) They have told us that nothing in years has helped them achieve their quotas so easily; and nothing has so often exceeded these goals. If you, therefore, are interested in saving substantially on your direct mail—without the hazards that cost-cutting usually involves, find out how effortlessly, efficiently and economically Cassidy-Richlar's Co-operative Mailing Plan can work for you!

**Co-op Mailing Availabilities  
In The Following Areas  
Are Scheduled Between  
September 15th and January 1st.  
Non-Competitive Products  
Will Be Accepted by  
Advertisers Ready to Mail:**

### METROPOLITAN MARKETS

- BALTIMORE
- SCRANTON
- PITTSBURGH
- CINCINNATI
- CLEVELAND
- COLUMBUS
- DETROIT
- CHICAGO
- SYRACUSE
- BUFFALO
- GREATER NEW YORK
- NORTHERN NEW JERSEY
- GREATER PHILADELPHIA
- BOSTON
- MILWAUKEE
- ST. PAUL
- MINNEAPOLIS
- ST. LOUIS
- FORT WAYNE
- WASHINGTON, D.C.
- PORTLAND
- SEATTLE
- LOS ANGELES
- SAN FRANCISCO

Co-operative Mailing For Areas Other Than Above Can Be Arranged For Your Particular Requirements.

**CALL COLLECT: WRITE, WIRE or MAIL COUPON FOR FACTS, FIGURES**



**CASSIDY - RICHLAR, Inc.**  
46th STREET and GIRARD AVENUE  
PHILADELPHIA 31, PA., Greenwood 7-0200

*America's Fastest Growing Direct Mail Organization  
Offices in Principal Cities Throughout The United States  
Philadelphia Zone Office Advertising Distributors of America*

CASSIDY-RICHLAR, INC.  
46th & Girard, Phila. 31, Pa.

Please rush me the facts and figures concerning your  
Co-operative Mailing Plan. Type of product.....  
Approx. date of mailing..... Area(s).....  
(attach separate sheet if needed).

My Name..... Title.....  
Company.....  
Address.....  
City..... Zone..... State.....

doze, Caracas, Venezuela; A. O. Buckingham, London; John S. Nussbaum, Frankfurt.

## General Mills Inc.

General Mills Inc., Minneapolis, the 16th largest U. S. advertiser, had total estimated advertising and promotion expenses of \$30,757,565 in 1957, of which \$20,757,565 was in measured media. This compares with total expenditures of \$31,000,000 in 1956, of which \$21,250,283 was in measured media.

Sales for the 1957-1958 fiscal year (ending May 31) reached a new high of \$529,820,000. Profits were \$14,694,000, or \$5.94 per share. This compares with sales in the previous fiscal year of \$527,701,677, with a net profit of \$12,235,111, or \$4.88 per share.

General Mills stands as the leading milling operation in the world, as well as a top processor of ready-to-eat cereals, cake and other prepared flours and mixes. In addition, it is an important factor in the feed business, in chemicals, in synthetic sponges and other products.

In August last year General Mills altered its advertising department and grocery products division, centralizing its advertising department operations previously handled through 13 divisions.

Always an aggressive advertiser, the company has also spent considerable amounts in researching and testing new products.

During its last fiscal year, General Mills introduced 33 new products, ranging from high-convenience package foods for the home—such as cream puff and meringue mixes—to chemicals and pharmaceutical products for industry and medicine.

Two new high protein cereals joined the grocery products line: Protein Plus, a hot cereal, and Hi-Pro, a ready-to-eat flake cereal.

Canadian homemakers were introduced to three new products not unveiled for U. S. homemakers: Betty Crocker brown sugar cake mix, Betty Crocker pudding cake mix and Coco Puffs, a chocolate flavor cereal now available in parts of the U. S.

Two new mixes—coffee cake mix and dinner roll mix—were added to the line of bulk products for hotels, restaurants, institutions and plant cafeterias. Toasted soy proteins and Dispargen were two new soy products developed for the food field and latex paint industry respectively. 11 new fatty nitrogen derivatives for industry were introduced by the chemicals division.

The company's list of products includes many brand names known

in this country for years: Gold Medal "Kitchen-tested" enriched flour; Softasilk cake flour; Bisquick; Wheaties, Cheerios, Corn Kix; Trix; Sugar Jets; Betty Crocker cake mixes; pancake mix plus many regional brands and O-Cel-O synthetic sponges.

General Mills is generally considered first in flour sales, third (after Kellogg and General Foods) in the ready-to-eat cereal field, with about 20% of the volume, and first in the prepared mix category, where its two principal competitors are Pillsbury and Duncan Hines.

Advertising remained fairly constant during the year. Advertising in measured media was shaved slightly, but the company managed to spend nearly as much in advertising during 1957 as it had in 1956.

### ADVERTISING EXPENDITURES

	1957	1956
Newspapers	\$ 2,910,816	\$ 3,432,583
Magazines	7,434,703	6,285,714
Farm Publications	581,962	555,561
Business Publications	290,900	239,300
Network Television	8,665,872	9,891,113
Spot Television	961,190	669,040
Outdoor	42,122	80,972
Total Measured	26,757,565	31,250,283
Total Un-measured	10,000,000	9,749,717
Estimated Total	36,757,565	31,000,000
Expenditure	36,757,565	31,000,000

### MARKETING PERSONNEL

**Sales**  
E. H. Anderson, vp and director of marketing, grocery products division  
R. W. Stacy, national sales manager, refrigerated foods division  
W. A. Lohman Jr., vp and director of sales, flour division  
H. B. Herron, director of sales, feed division  
R. E. Gaylord, general manager and sales manager, institutional products division  
H. T. Von Oehsen, manager of sales, chemical division  
F. H. Hafner, director of soybean oil meal sales, oilseeds division  
W. E. Flumerfelt, director of soybean oil sales, oilseeds division  
G. W. Ryan, general manager, General Mills (Canada) Ltd.  
F. M. Pugh, sales manager, special commodities division  
**Advertising**  
J. S. Fish, vp and director of advertising  
C. S. Samuelson, assistant director of advertising  
J. J. Moran, marketing manager, Betty Crocker mixes  
M. A. Souers, advertising manager, Betty Crocker mixes  
W. B. Cash, marketing manager, baking mixes  
J. F. Matthes, advertising manager, baking mixes  
L. H. Crites, marketing manager, cereals  
C. W. Plattes, advertising manager, cereals  
E. H. Kees, marketing manager, flour  
K. E. Steele, advertising manager, flour  
I. H. Sugarman, marketing manager, O-Cel-O sponge products  
H. H. Barton, advertising manager, O-Cel-O sponge products  
O. M. Young, advertising manager, Sperry operations  
T. B. Humphrey, advertising manager, General Mills (Canada) Ltd.  
R. A. Talpas, marketing manager, refrigerated foods division  
G. V. Boden, advertising manager, refrigerated foods division  
W. W. Woodward, advertising manager, feed division  
Lloyd Pearson, advertising manager, me-

chanical division

J. E. Ratner, director of creative and marketing services  
J. H. Weaver, manager, advertising services  
Mary Kay Ward, advertising traffic coordinator  
G. D. Morrison, media manager  
A. W. Hanson, manager, industrial and commodity advertising  
J. L. Brooks, advertising supervisor, flour, special commodities & institutional products divisions  
A. W. Wilbur, manager, promotional services and special enterprises  
W. L. Nelson, supervisor, premium development and procurement  
Helen Halbert, director, home service department

### ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Betty Crocker cake mixes, cream puff mix, frosting mixes, meringue mix, cookie mixes, Boston cream pie, answer cake, Cake 'n Frosting mix, pie crust mix, Softasilk cake flour—A. E. Cashin, account management; Mortimer Berkowitz Jr., account supervisor; George Brown, D. O. Fuller, J. W. Weston, T. E. Harder (all New York), and Barron B. Boe (Minneapolis), account executives  
Dancer-Fitzgerald-Sample, New York—Gold Medal flour, Hi Pro, Cheerios, Cocoa Puffs, O-Cel-O sponges—H. M. Dancer, account management; G. H. Johnson, account supervisor; W. W. Biggers, S. B. Upton and J. H. Holmes, R. M. Whidden, account executives  
Dancer-Fitzgerald-Sample of San Francisco—Sperry Wheathearts, Drifted Snow flour, LaPina flour, Sperry Pancake and waffle mix—L. D. Dunham and Vernon H. Norris, account executives.

Tatham-Laird Inc., Chicago—Kix, Trix, Sugar Jets, Betty Crocker muffin mixes, Surecham Dog Food (West Coast)—A. E. Tatham, account management; C. R. Standen, account supervisor; J. W. Gill, T. A. Casey, E. J. Garvy, account executives.

Knox Reeves Inc., Minneapolis—Wheaties, Protein Plus, Bisquick & Puffin refrigerated biscuits, Bisquick, chemical division, Pick-A-Pack, special commodities division, flour division, soybean division, institutional products division, mechanical division—E. E. Sylvestre, Wayne Hunt, R. W. Stafford, account management; R. H. Burbank, J. H. Sarles, J. R. Rahders, H. W. Wilson, account supervisors; Gordon Anderson, Wendel Eastling, Curt Melby, T. Kilbride, Ralph Klapperich, V. L. Wiley, account executives.

Klau-Van Pietersom-Dunlap, Milwaukee—feed division (Larro feeds)—Lyle Abbott, account supervisor; John Finley, account executive.

E. W. Reynolds, Toronto—Canadian products—C. W. Reynolds, account supervisor; G. S. Anderson, R. G. Platt, R. Robertson, account executives.

## General Motors Corp.

General Motors Corp., Detroit, has the largest sales volume of all U. S. corporations and is the largest advertiser, with estimated 1957 total expenditures of \$144,526,000, of which \$104,255,140 was in measured media.

In 1956, total ad expenditures were about \$162,500,000, with \$115,899,248 spent in the measured media. This is the second consecutive year in which GM has cut its total ad budget. In 1955, the total was about \$170,000,000. Traditionally, about 80% of General Motors' advertising budget is spent on its five auto lines, and GM car sales have dropped the past two years. 1955 sales

totaled 3,977,000; in 1956 the GM total was 3,062,922 units, and the number slipped last year to 2,811,726.

General Motors' share of the auto market dropped to about 45% last year, from 52.2% in 1956. It should improve this year, but the corporation will still, in all probability, sell fewer cars than it did during 1957, indicating a further slash in the total ad budget for 1958.

Figures show that during 1957 GM spent about the following amounts on its automotive advertising in six measured media: Chevrolet, \$32,500,000; Buick, \$14,700,000; Oldsmobile, \$12,100,000; Pontiac, \$10,500,000; Cadillac, \$6,900,000; Chevrolet trucks, \$3,936,000; and institutional, \$6,900,000.

Net sales for the entire corporation last year were \$10,989,813,178, a little higher than the 1956 figure of \$10,796,442,575. Net income, however, was off slightly—\$843,592,435 last year and \$847,398,102 the year before.

Sales of defense products accounted for 5% of the GM total last year, the same percentage as in 1956. The overseas division continued to gain last year. 54% of the cars and trucks sold overseas were marketed through the division's system of assembly plants, warehouses and distributors. Unit sales of Frigidaire household refrigerators overseas were more than 33% ahead of 1956. GM now has manufacturing, assembly or warehousing operations in 19 overseas countries.

Total car and truck sales of 3,237,000 U. S.-made units in 1957 was 8% off the 1956 pace, compared with an industry rise of 4%. Sales of Canadian-made vehicles were slightly below 1956, but factory sales of cars and trucks produced in General Motors overseas plants were at an alltime high, 17% above the 1956 total.

The corporation during 1957 began importing the English Vauxhall and German Opel from its overseas plants to take advantage of the foreign car boom in this country. 1957 sales totaled 228,736 units for the Opel and 143,573 units for the Vauxhall. Pontiac division distributes the Vauxhall in the U. S. through its dealers; Buick handles U. S. sales of the Opel.

Unit sales of GM's cars last year, compared with 1956, show losses in all but the Cadillac and Pontiac divisions. Buick sold 407,546 cars, compared with 535,315 the year before; Cadillac boosted its unit sales from 140,340 in 1956 to 152,660 last year; Chevrolet sold 1,519,340 cars in 1957, and 1,619,578 the year before; Oldsmobile sales slipped from 433,061 units in 1956 to 390,305 in 1957; Pontiac sold 341,875 cars last year, compared with 334,628 the year before. Total GM truck units (Chevrolet and GMC) sold last year were 425,452, down from 444,819 the previous year. Chevrolet lost the sales race to Ford last year (1,522,196 to 1,519,340) but expects to regain the No. 1 spot in 1958.

Sales of GM's non-automotive products during 1957 were about level with 1956, except for the household appliance division (primarily Frigidaire) where heavy declines occurred. Frigidaire reportedly grabbed 22% of the refrigerator market last year, and ranked second behind General Electric in total sales. The entire industry sold about 3,300,000 units last year.

During the first half of 1958, GM had net sales of \$5,121,261,436 (compared with \$5,914,464,073 for

the first of 1957) and net income of \$333,514,249 (about 30% off the '57 pace). Passenger car sales for the period totaled 1,232,740, down from the 1,538,215 units for the like period last year.

The huge General Motors Corp. lists 44 divisions in its organization. In addition to taking about half the automotive market, it is the biggest single factor in diesel engine production. Its Electro-Motive division accounts for the majority of all railroad locomotive sales. It also sells some 80% of all U. S. buses, handles at least a quarter of the automotive parts business and, through General Motors Acceptance Corp., does a sixth of all auto financing. Its Euclid division, manufacturer of earth-moving equipment, continues to grow in importance, and its Delco-Remy division is the world's largest producer of automotive electric equipment.

GM, which gives its divisions considerable latitude in marketing operations, remained relatively stable last year, in regard to personnel, following a 25% turnover among top executives in 1956.

Day to day marketing policies for cars and trucks is supervised by William F. Hufstader, vp in charge of the distribution staff. Advertising, subject to policy direction by the operations policy committee, is administered in three ways: Through each division by its advertising manager or assistant sales manager; through the vp in charge of public relations (Anthony G. De Lorenzo) for institutional advertising; and through Howard E. Crawford, director of the corporate sales section, for shows, exhibits and other sales promotional activities.

Henry C. Botsford, assistant director of advertising under Mr. Crawford, oversees divisional advertising for the distribution staff.

High level changes in the GM marketing picture last year included the following:

E. C. Kennard stepped up from assistant to general sales manager of the Buick division, replacing A. H. Belfie, who joined the corporate distribution staff. Also at Buick, Richard B. Cogswell moved up from the field organization to become director of merchandising. He replaced Glenn D. Wilson, who became manager of retail operations for the division.

W. E. Schoon became advertising manager at Pontiac, replacing B. B. Kimball, who is on special assignments duty with the division.

H. M. Caulkins took over as advertising manager of the Delco Appliance division, replacing J. R. Williams.

On June 3 of last year, the U. S. Supreme Court decided that the holding of 23% of General Motors stock by E. I. du Pont de Nemours & Co. was in violation of anti-trust laws. The government had brought suit on the matter in 1948. Hearings will begin in September to decide how the stock should be disposed. DuPont and GM argue that the sudden outpouring of the 63,000,000 shares on the open market would lower the price and hurt the economy. DuPont has indicated it feels it would remedy the anti-trust violations by keeping the stock but surrendering voting rights.

The Buick division fired the Kudner Agency last December, setting off a chain reaction of agency switches that affected all Big Three auto makers. Kudner later lost more GM business—the Frigidaire and GMC truck and coach divisions.

In hotly-contested bidding, Mc-

## Look what's happening in South Bend!

**HOUSING CONSTRUCTION** gains in 1957

**SAVINGS DEPOSITS** hit record high in 1957

**SPENDING** leads 7th Federal Reserve District for 1957

**HIGH SPOT CITY** for 3rd consecutive month (Sales Management Magazine)

**DEPARTMENT STORE SALES** showed up better than any other major Indiana City in 1957



There's a bushel full of encouragement in looking at the things that are happening, and have happened, in South Bend, Indiana. This is a prosperous market, with the highest per capita Effective Buying Income in Indiana\*. It is second in Indiana in Total Retail Sales and Total Effective Buying Income. The best part of the story is that you can saturate this market with only one newspaper—The South Bend Tribune! Write for free market data book.

\*South Bend-Mishawaka City Corporate Area

## The South Bend Tribune



The South Bend, Ind. Market: 7 Counties, 1/2 Million People

Franklin D. Schurz—Editor and Publisher

STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

# WANTED:



## A FEW SHREWD GUINEA PIGS (Who are about to launch new products)

If you are on the verge of launching a new product, we have a proposition for you.

We know that ours is a primary medium, one which can launch a new product. Our job right now is to add to the growing number of advertisers and agencies who understand and accept this fact.

So we are out to get additional case

histories. You help us. We help you. It's as simple as that.

This is a once-in-a-blue-moon opportunity to really get your money's worth in promotion. Phone or write General Outdoor Advertising Co., Inc., Marketing & Research Department, 60 East 42nd St., New York, N. Y., MUrray Hill 2-2565.



**General Outdoor Advertising Co.**

515 South Loomis Street, Chicago 7, Illinois

Cann-Erickson won the Buick and GMC accounts, and Frigidaire went to Dancer-Fitzgerald-Sample. McCann had to drop its Chrysler business to take Buick.

Campbell-Ewald, which has the Chevrolet account, reportedly will handle a revived GM Motorma show this fall.

As the Buick agency, McCann-Erickson does U. S. advertising for the Opel car; MacManus, John & Adams, the Pontiac agency, does the same for the Vauxhall.

Table with columns for Advertising Expenditures 1957 and 1956. Rows include Newspapers, Magazines, Farm Publications, Business Publications, Network Television, Spot Television, and Outdoor. Total Measured and Estimated values are listed.

**BUICK MOTOR DIVISION**  
Flint, Mich.  
**MARKETING PERSONNEL**  
Sales  
E. C. Kennard, general sales manager

**ADVERTISING AGENCY**  
McCann-Erickson, Detroit—Jack Henry, manager Detroit office; Myron McDonald, account service group head; Thomas Brogan and Robert Ellis, account executives.

Table with columns for Advertising Expenditures 1957 and 1956. Rows include Newspapers, Magazines, Farm Publications, Network Television, Spot Television, and Outdoor.

**CADILLAC MOTOR CAR DIVISION**  
Detroit  
**MARKETING PERSONNEL**  
Sales  
F. H. Murray, general sales manager

**ADVERTISING AGENCY**  
MacManus, John & Adams, Bloomfield Hills, Mich.—Charles F. Adams, account supervisor; George K. Mitchell, assistant account supervisor; Roy A. Barber, account executive; William G. Bishop, R. E. Field and R. W. Heizer, associate account executives, Mark Lawrence, tv and radio director.

Table with columns for Advertising Expenditures 1957 and 1956. Rows include Newspapers, Magazines, Network Television, Spot Television, and Outdoor.

**CHEVROLET MOTOR DIVISION**  
Detroit  
**MARKETING PERSONNEL**  
Sales  
Willis E. Fish, general sales manager

K. E. Staley, executive assistant sales manager  
E. P. Feely, assistant general sales manager (eastern)  
A. W. Famular, assistant general sales manager (western)  
H. P. Sattler, assistant general sales manager (commercial and truck operations)

**ADVERTISING AGENCY**  
Campbell-Ewald Co., Detroit—Colin Campbell, general account executive; Walter F. McCarthy, associate general account executive; John L. Thornhill, associate general account executive (trucks); Milton J. Sanding, account executive (sales promotion); George A. Back, account executive (used cars); Genevieve Hazzard, account executive (women's programs); Hugh L. Lucas, radio and tv account executive (Detroit); Richard L. Eastland, radio & tv account executive (Hollywood); A. J. Miranda, radio and tv account executive (New York).

Table with columns for Advertising Expenditures 1957 and 1956. Rows include Newspapers, Magazines, Farm Publications, Network Television, Spot Television, and Outdoor.

**FRIGIDAIRE DIVISION**  
Dayton  
**MARKETING PERSONNEL**  
Sales  
C. H. Menge, general sales manager

**ADVERTISING AGENCIES**  
Dancer-Fitzgerald-Sample, New York—refrigerators, automatic washers and electric dryers, electric ranges, food freezers and water heaters—L. O. Brown, account supervisor; H. J. McCormick and J. Hickey, account executives.  
Kircher, Helton & Collett, Dayton—built-in range equipment, dishwashers and disposers, residential, room and commercial air conditioners, gas and oil-fired furnaces and ice cube makers—Ralf Kircher, account supervisor; W. B. Metcalfe, associate account supervisor; J. J. Westerman Jr., account executive.

Table with columns for Advertising Expenditures 1957 and 1956. Rows include Newspapers, Magazines, Farm Publications, Network Television, Spot Television, and Outdoor.

**OLDSMOBILE DIVISION**  
Lansing, Mich.  
**MARKETING PERSONNEL**  
Sales  
Victor H. Sutherland, general sales manager

S. F. Mehring, assistant general sales manager (West)  
B. N. Barber, general merchandising manager  
**Advertising**  
L. A. Grobe, director of advertising  
C. Douglas Barker, assistant advertising manager  
M. J. Seaton, sales promotion manager

**ADVERTISING AGENCY**  
D. P. Brother & Co., Detroit—Guy S. Warren Jr., account supervisor; Val Corradi and Sheldon Moyer, account executive; Kenneth G. Manuel, radio and tv director.

Table with columns for Advertising Expenditures 1957 and 1956. Rows include Newspapers, Magazines, Farm Publications, Network Television, Spot Television, and Outdoor.

**PONTIAC MOTOR DIVISION**  
Pontiac, Mich.  
**MARKETING PERSONNEL**  
Sales  
F. V. Bridge, general sales manager

B. A. Kissam, assistant general sales manager  
E. J. Chapman, assistant general sales manager (New York)  
R. E. Thompson, assistant general sales manager (Chicago)  
E. R. Pettengill, director of coordination of manufacturing and distribution  
**Advertising**  
W. E. Schoon, advertising manager  
William H. Taylor, assistant advertising manager

**ADVERTISING AGENCY**  
MacManus, John & Adams, Bloomfield Hills, Mich.—Hovey Hagerman, account supervisor; J. H. Graham, account executive; Colin H. John, associate account executive; Henry G. Fownes Jr., radio and tv.

Table with columns for Advertising Expenditures 1957 and 1956. Rows include Newspapers, Magazines, Farm Publications, Network Television, Spot Television, and Outdoor.

**AC SPARK PLUG DIVISION**  
Detroit  
**MARKETING PERSONNEL**  
Sales  
E. H. Francois, general sales manager  
O. F. Frost, sales manager equipment sales  
John R. Church, director of merchandising  
W. C. Lee, director of distribution and marketing

**ADVERTISING AGENCY**  
D. P. Brother & Co., Detroit—All products—Thomas J. King, account supervisor; Victor W. Canever, account executive.

Table with columns for Advertising Expenditures 1957 and 1956. Rows include Newspapers, Magazines, Farm Publications, Network Television, Spot Television, and Outdoor.

\*Figures for this division were not broken down last year.

**ALLISON DIVISION**  
Indianapolis  
**MARKETING PERSONNEL**  
Sales  
E. M. Deckman, commercial sales manager—engines  
C. E. Dixon, sales and service manager—

Aeroproducts Operations  
**Advertising**  
Roger Fleming, advertising manager and director of public relations  
**ADVERTISING AGENCY**  
Kudner Agency, New York—J. H. Sheldon, account manager.

**CENTRAL FOUNDRY DIVISION**  
Saginaw, Mich.  
**MARKETING PERSONNEL**  
Sales  
James H. Smith, general manager

**ADVERTISING AGENCY**  
Price, Tanner & Wilcox, Saginaw, Mich.—Robert F. Price, account executive.

**CLEVELAND DIESEL ENGINE DIVISION**  
Cleveland  
**MARKETING PERSONNEL**  
Sales  
K. O. Keel, general sales manager

**ADVERTISING AGENCY**  
Kudner Agency, New York—Frank O'Neil, account executive; J. H. Sheldon, executive representative, Detroit.

**DELCO APPLIANCE DIVISION**  
Rochester  
**MARKETING PERSONNEL**  
Sales  
William J. Wagner, appliances sales manager

John T. Tighe, appliances assistant sales manager  
Jesse T. Harris, manager, equipment sales  
**Advertising**  
H. M. Caulkins, advertising manager

**ADVERTISING AGENCY**  
Wolf Associates Inc., Rochester—Earl B. Holdren, Lawrence Sterling and Richard W. Kinney, account executives.

**DELCO PRODUCTS DIVISION**  
Dayton  
**MARKETING PERSONNEL**  
Sales & Advertising  
F. G. Carpenter, general sales manager

R. W. Scott, assistant general sales manager  
**ADVERTISING AGENCY**  
Campbell-Ewald Co., Detroit—M. Craig Miller, account supervisor; D. A. Wright, account executive; Marshal E. Templeton, merchandising & sales promotion.

**DELCO RADIO DIVISION**  
Kokomo, Ind.  
**MARKETING PERSONNEL**  
Sales  
Howard Stelzl, dir., sales & engineering  
D. A. Sandberg, sales manager

**ADVERTISING AGENCY**  
Campbell-Ewald Co., Detroit—M. Craig Miller, account supervisor; Marshal E. Templeton, account executive (merchandising).

Table with columns for Advertising Expenditures 1957 and 1956. Rows include Newspapers, Magazines, Farm Publications, Network Television, Spot Television, and Outdoor.

**DELCO-REMY DIVISION**  
Anderson, Ind.  
**MARKETING PERSONNEL**  
Sales  
J. H. Bolles, director of sales and engineering

P. E. Bardsley, general sales manager  
**Advertising**  
Howard Birt, advertising manager  
**ADVERTISING AGENCY**  
Campbell-Ewald Co., Detroit—M. Craig Miller, account supervisor, P. L. McHugh, account executive (radio-tv).

**DETROIT DIESEL ENGINE DIVISION**  
Detroit  
**MARKETING PERSONNEL**  
Sales  
R. E. Hunter, general sales manager

E. H. Bick, merchandising manager  
**Advertising**  
Donald J. Clymer, advertising manager  
**ADVERTISING AGENCY**  
Kudner Agency, New York—Frank O'Neil, account executive; J. H. Sheldon, executive representative, Detroit.

**ELECTRO-MOTIVE DIVISION**  
La Grange, Ill.  
**MARKETING PERSONNEL**  
Sales  
P. R. Turner, director of sales

V. E. Rennix, general sales manager  
M. H. Gardner, F. W. Walker, Jr., assistant general sales managers  
**Advertising**  
Volney B. Fowler, director of public relations  
**ADVERTISING AGENCY**  
Marsteller, Rickard, Gebhardt & Reed, Chicago—A. W. Cowles, account supervisor; John Timon, account executive.

**EUCLID DIVISION**  
Cleveland  
**MARKETING PERSONNEL**  
Sales  
George M. Perry, director of sales

J. W. Bloomquist, domestic sales manager  
A. S. McClimon, sales development manager  
**Advertising**  
R. E. Keidel, advertising & sales promotion manager

**ADVERTISING AGENCY**  
Richard T. Brandt Inc., Cleveland—A. W. Lehman, account executive.

**FISHER BODY DIVISION**  
Detroit  
**MARKETING PERSONNEL**  
Sales  
J. E. Goodman, general manager

**Advertising**  
Carl O. Uren, advertising manager  
**ADVERTISING AGENCY**  
Kudner Agency, New York—Lloyd Delaney, account executive; J. H. Sheldon, executive representative, Detroit.

**FRIGIDAIRE PRODUCTS OF CANADA LTD.**  
Toronto  
**MARKETING PERSONNEL**  
Sales  
S. Lundy, general sales manager

W. Garlick, appliance sales manager  
**Advertising**  
R. C. Nidderly, advertising and sales promotion manager  
**ADVERTISING AGENCY**  
Baker Advertising, Toronto—R. C. Baker, account executive.

**GENERAL EXCHANGE INSURANCE CORP.**  
New York  
**MARKETING PERSONNEL**  
Sales  
D. W. McGinnis, sales vp

**ADVERTISING AGENCY**  
Campbell-Ewald Co., New York—F. W. Townshend, account supervisor.

**GENERAL MOTORS ACCEPTANCE CORP.**  
New York  
**MARKETING PERSONNEL**  
Sales  
W. G. Schick, sales vp

**Advertising**  
W. B. Adait, public relations vp  
**ADVERTISING AGENCY**  
Campbell-Ewald Co., New York—F. W. Townshend, account supervisor.

**GENERAL MOTORS OF CANADA LTD.**  
Oshawa, Ont.  
**MARKETING PERSONNEL**  
Sales  
E. J. Umphrey, vp, director of sales

L. A. Hastings, assistant director of sales—western  
**Advertising**  
D. M. Mackinnon, advertising manager

**ADVERTISING AGENCY**  
MacLaren Advertising, Toronto—E. V. Rechnitzer, account supervisor.

**GENERAL MOTORS DIESEL LTD.**  
London, Ont.  
**MARKETING PERSONNEL**  
Sales  
W. M. Warner, general sales manager

**Advertising**  
H. R. McKnight, manager advertising and sales promotion  
G. B. Chesney, advertising specialist

**ADVERTISING AGENCY**  
McKim Advertising Ltd., Toronto—W. H. Fleischman, account supervisor; Dave Lachie, account executive.

**GENERAL MOTORS OVERSEAS OPERATIONS DIVISION**  
New York  
**MARKETING PERSONNEL**  
Sales  
George D. Riedel, vehicle sales manager

**Advertising**  
J. W. Griswold, director of public relations  
**ADVERTISING AGENCY**  
Robert Otto & Co., New York—Monte Johnson, account executive.

**GMC TRUCK & COACH DIVISION**  
Pontiac, Mich.  
**MARKETING PERSONNEL**  
Sales  
R. C. Woodhouse, general sales manager

—trucks  
E. P. Crenshaw, general sales manager—coaches  
**Advertising**  
H. T. DeHart, merchandising manager—trucks  
E. W. Hall advertising manager—coaches

# NOW!

You Can Use  
**ONE ECONOMICAL PUBLICATION**

To Reach More Than  
**31,000 VOLUME BUYERS OF VARIETY MERCHANDISE...**

Buying For  
**76,000 RETAIL OUTLETS...**

Including:  
**Variety Stores, Drug Stores, Supermarkets**  
And Other Fields

GET ALL THE FACTS! CALL! WRITE! NOW!

## VARIETY PRODUCTS REPORTER

75 WEST 45 STREET  
NEW YORK 36, N. Y. • PHONE: Circle 5-1655



The First and Only Complete Monthly Guide TO NEW VARIETY PRODUCTS, PACKAGES, AND PROMOTIONS, in a handy, quick-reading departmentalized format guaranteeing top readership by volume buyers of these products:

- Housewares, Hardware • Notions • Stationery • Toiletries, Cosmetics • Toys, Games, Books • Dry Goods, Apparel • Garden and Outdoor Equipment • Other Variety Merchandise • Store Equipment



# Start your new newspaper schedules in Boston with the basic buy of most national and retail advertisers

IN ALL MAJOR CLASSIFICATIONS, THE HERALD-TRAVELER GETS THE LARGEST SHARE AMONG THE THREE BOSTON NEWSPAPERS.



Department Stores 44.8%



Retail Grocery 41.4%



National Grocery 41.9%



You can tell from Media Records lineage figures that the Herald-Traveler — first by far for over 25 years — has actually *increased* its leadership over the second paper. Its six month lead in 1958 was *double* its lead for the same period in 1956

The Herald-Traveler delivers the Big Bulk of Boston's total purchasing power, particularly in the

Boston "Money Belt" where Boston buying bulks up. That's why it continues to be the first choice in Boston of most national and retail advertisers.

TOTAL DISPLAY LINAGE	First six months, 1958	
Herald-Traveler . . .	13,399,530	44.4%
Second paper . . . . .	11,366,886	37.7%
Third paper . . . . .	5,400,276	17.9%

## The Boston Herald-Traveler

*Boston's Basic Buy*

*One Contract Delivers the "Big Bulk" in Boston*

Represented nationally by George A. McDevitt Co., Inc. New York — Chicago — Philadelphia — Detroit — Los Angeles  
Special travel and resort representative Hal-Winters Company, 7136 Abbott Avenue, Miami Beach, Florida.

**ADVERTISING AGENCY**  
McCann-Erickson, Detroit—Jack Henry, manager, Detroit office; F. W. Overesch, account service group head; Richard Isaacs, account executive.

**GUIDE LAMP DIVISION**  
Anderson, Ind.

**MARKETING PERSONNEL**  
Sales & Advertising  
Scott R. Conwell, director of sales and engineering  
J. E. Turnquist, sales manager

**ADVERTISING AGENCY**  
D. P. Brother & Co., Detroit—Thomas J. King, account supervisor; David Wines account executive, John J. Remillet, assistant account supervisor.

**HARRISON RADIATOR**  
Lockport, N. Y.

**MARKETING PERSONNEL**  
Sales  
Edward J. Reilly, general sales manager  
Advertising  
D. Russell Swick, advertising manager

**ADVERTISING AGENCY**  
D. P. Brother & Co., Detroit—Thomas J. King, account supervisor; Richard Illiff, account executive, John J. Remillet, assistant account supervisor.

**HYATT BEARINGS DIVISION**  
Harrison, N. J.

**MARKETING PERSONNEL**  
Sales  
John R. Gilmartin, general sales manager  
Advertising  
C. C. Wardell, advertising manager

**ADVERTISING AGENCY**  
D. P. Brother & Co., Detroit—Thomas J. King, account supervisor; S. C. Brown, account executive, John J. Remillet, assistant account supervisor.

**INLAND MFG. DIVISION**  
Dayton

**MARKETING PERSONNEL**  
Sales  
M. A. Lause, general sales manager  
A. J. Fouts, sales manager, refrigeration and allied products  
Advertising  
M. A. Lause, general sales manager

**ADVERTISING AGENCY**  
Geyer Advertising, Dayton—E. G. Frost, account supervisor; Norman M. Schaefer, account executive.

**McKINNON INDUSTRIES LTD.**  
St. Catharines, Ont.

**MARKETING PERSONNEL**  
Sales  
Ernest R. Gifford, sales manager  
W. H. Gillard and G. E. Heaton, assistant sales managers  
Advertising  
Martin J. Cahill, director of public relations

**ADVERTISING AGENCY**  
MacLaren Advertising, Toronto—William Cairns, account executive.

**MORaine PRODUCTS DIVISION**  
Dayton

**MARKETING PERSONNEL**  
Sales  
J. Robert Lakin, general sales manager  
F. J. Markey, sales manager, automotive products  
Advertising  
J. Robert Lakin, general sales manager

**ADVERTISING AGENCY**  
Campbell-Ewald, Detroit—M. Craig Miller, account supervisor

**NEW DEPARTURE DIVISION**  
Bristol, Conn.

**MARKETING PERSONNEL**  
Sales  
R. O. Oyler, general sales manager  
H. A. Offers, assistant sales manager  
L. F. Swoyer, assistant sales manager  
Advertising  
M. C. Wagner, merchandising manager  
F. A. Kurt, advertising supervisor  
**ADVERTISING AGENCY**  
D. P. Brother & Co., Detroit—Thomas J. King, account supervisor; John J. Remillet, assistant account supervisor; Robert M. Fitzgibbons, account executive.

**PACKARD ELECTRIC DIVISION**  
Warren, O.

**MARKETING PERSONNEL**  
Sales  
L. C. Wolcott, director of sales and engineering  
C. B. Hamilton, manager, original equipment sales  
Advertising  
O. L. Hamilton, merchandising manager  
**ADVERTISING AGENCY**  
Campbell-Ewald Co., Detroit—M. Craig Miller, account supervisor

**ROCHESTER PRODUCTS DIVISION**  
Rochester, N. Y.

**MARKETING PERSONNEL**  
Sales  
R. F. Sanders, director of engineering and sales  
H. E. Stahl, sales manager  
Advertising  
John P. Nalley, advertising manager  
**ADVERTISING AGENCY**  
D. P. Brother & Co., Detroit—Thomas J. King, account supervisor; Thomas W. Jipson, account executive, John J. Remillet, assistant account supervisor.

**SAGINAW STEERING GEAR DIVISION**  
Saginaw, Mich.

**MARKETING PERSONNEL**  
Sales  
Harry Hawkins, director of sales and engineering  
F. M. Ison, sales manager  
Wesley Mitts, assistant sales manager  
Advertising  
R. J. Kline, director of advertising and sales promotion  
**ADVERTISING AGENCY**  
D. P. Brother & Co., Detroit—Thomas J. King, account supervisor; S. C. Brown, account executive, John J. Remillet, assistant account supervisor.

**UNITED MOTORS SERVICE DIVISION**  
Detroit

**MARKETING PERSONNEL**  
Sales  
T. F. Plant, general sales manager  
H. P. Schaller, assistant general sales manager  
Advertising  
S. M. Cowan, advertising manager  
**ADVERTISING AGENCY**  
Campbell-Ewald Co., Detroit—George W. Davis, account supervisor; Clyde Bennett, account executive; P. L. McHugh, account executive (radio-tv).

**General Tire & Rubber Co.**

General Tire & Rubber Co., Akron, is the nation's 93rd largest advertiser, with a total 1957 ad expenditure estimated by ADVERTISING AGE at \$7,100,000, of which \$4,965,607 was in measured media.

A year ago AA estimated 1956 expenditures at \$5,400,000 but new information raises that estimate to \$5,810,000, including \$4,278,410 in measured media.

General Tire's 1957 sales (from which General excludes, for book-keeping reasons, its RKO Teleradio Pictures subsidiary) were \$421,165,147 and net income was \$11,300,000. Sales in 1956 totaled \$390,471,772 and net income was \$10,860,120. Record 1957 was the eighth straight year that General showed sales gains.

Sales for the three months ending Feb. 28, 1958, total \$96,565,835, compared with \$95,497,316 for the same period in 1957.

■ The company's major line—producing about \$165,000,000 of General's gross last year, according to Fortune—is tires and tubes for cars, trucks, farm implements, industrial machines and aircraft.

General is the nation's fifth largest rubber producer, and probably ranks fifth or sixth in the tire business. Trade sources say that in tires the leader is Good-year, with 33% of the market, trailed by Firestone and Goodrich, each with 25%, and that General is among tire makers sharing the remaining 17%.

Research, engineering, development and production of tires are carried on at the company's main facilities at Akron and at a production plant in Waco, Tex.

■ A major factor in General's advertising is the RKO Teleradio Pictures Inc. division in New York. The company makes motion pictures for theaters and tv, and owns the Don Lee and Yankee networks, five tv stations and seven radio stations. This is not consolidated in General's annual report. We consolidate only the earnings in what is reported as an "Equity Consolidation."

Another important division, Bolta products division, Lawrence, Mass., makes plastic materials for automobiles, homes, and offices; wall covering, laminated and hard rubber surface equipment; plastic pipe and sheeting and vinyl foams.

Other divisions which advertise include the Textileleather division, Toledo, maker of vinyl-coated fabrics and pyroxylin-coated materials; the Jeanette division in Akron and in Jeanette, Pa., which makes rubber sponge, rug underlay and fatigue mats, rubber athletic goods, vinyl film and sheeting and floor covering, and the Pennsylvania athletic goods division, Akron and Jeanette, Pa.

■ One of General's most important activities is carried on by its Aerojet-General Corp. subsidiary, Azusa, Cal., a leading developer and manufacturer of rocket engines. An estimated 97% of its business, which grossed about

\$160,000,000 in 1957, is for the U.S. government. Aerojet-General is spending more than \$250,000 in consumer advertising this year.

Other divisions are: A. M. Byers Co., Pittsburgh, which makes wrought and flat-rolled iron, wrought iron pipes and electrical furnace steel; the General metal products division, Cuyahoga Falls, O., which makes aircraft wheels, brakes and related mechanisms, and the industrial products division, which makes mechanical rubber goods.

Still other divisions are the special products division, Marion, Ind., which makes polyether foam products and glass laminates; the Respro division, Cranston, R.I., which makes vinyl materials for luggage, handbags, shoes and upholstery, and the Stokes division, Welland, Ont., which makes battery cases of hard rubber and hard plastic materials for the automotive industry.

■ A major development in General's growth in 1957 was the opening of a synthetic rubber producing plant in Odessa, Tex. Completed through an agreement with El Paso Natural Gas Co., the plant is the first completely integrated operation of its kind built since World War II, according to General. The facility will produce 40,000 long tons of man-made rubber annually.

Another event was the acquisition of Castle Rubber Co., Butler, Pa., a producer of large mechanical rolls and wrapped mechanical goods.

Notable new products General marketed last year are (1) Polyfoam, a lightweight cushioning material for the furniture and automotive industries, and (2) Genthane "S," a polyurethane rubber synthetic capable of withstanding extremes of heat or cold. The immediate market of Genthane "S" is in mechanical goods, the automotive, communications, appliance and shoe industries and in the armed forces. Also new is a rubber air spring for passenger cars and trucks which has won wide acceptance in the automotive field, General says.

A major personnel switch this past year was the elevation of Ralph Harrington, formerly advertising director, to merchandising manager for the retail stores division. He was succeeded as ad director by John G. Ragsdale, who had been manager of sales promotion and advertising. The change took place in February (AA, March 3).

■ Foreign subsidiaries of General Tire are Pneus "General" S.A., Rio de Janeiro, Brazil (tires, tubes, repair materials, textiles and cord fabrics); General Tire & Rubber Co. of Canada Ltd., Welland, Ontario, Canada (tires, tubes, repair materials); Industria Nacional de Neumaticos S.A., Manipu, Chile (tires, tubes, batteries, belting and flooring); and General Tire & Rubber Co. "Holland" N.V., Amsterdam, Holland (tires, tubes and repair materials).

Other foreign companies are General Tire & Rubber Co. (Israel) Ltd., Tel Aviv, Israel (tires and tubes); Compania Hulera "El Popo" S.A., Mexico City, Mexico (tires, tubes, batteries); Manufactura Nacional de Borracha S.A.R.L., Loussado, Portugal (tires, tubes and repair materials); and "General" Fabrica Espanola del Caucho S.A., Torrelavega, Spain (tires, tubes, molded and mechanical rubber goods).

Still other subsidiaries are General Tyre & Rubber Co. (South Africa) Ltd., Port Elizabeth, South Africa (tires, tubes and repair materials); Compania Anonima Nacional Manufacturera de Caucho y "Neumaticos General," Caracas, Venezuela, and General Productos S.A., Valencia, Venezuela (rubber goods, plastics, tiling).

**GENERAL TIRE & RUBBER CO.**  
Akron

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 689,607	\$ 306,718
Magazines .....	1,866,906	1,808,188
Business Publications .....	383,900	173,900
Network Television .....	—	186,168
Spot Television .....	585,400	496,020
Outdoor .....	1,437,694	1,308,416
Total Measured .....	4,965,607	4,378,410
Estimated Un-measured .....	2,134,393	1,531,590
Estimated Total Expenditure .....	7,100,000	5,910,000

**MARKETING PERSONNEL**  
Sales  
L. A. McQueen, sales vp  
Advertising  
John G. Ragsdale, director of advertising and sales promotion  
Ralph H. Harrington, merchandising manager

**ADVERTISING AGENCY**  
D'Arcy Advertising Co., Cleveland and Los Angeles—all products (except those made by Bolta and A. M. Byers Co.—see below)—Stanley P. Seward, account supervisor; James Bourke, D. H. Cole, Robert Leetch and D. J. O'Neill, account executives.  
Ketchum, MacLeod & Grove, Pittsburgh—Byers Co. products—Jim Ewing, account executive.  
Sackel Co., Boston—Bolta division food service equipment, Boitallite, Boltabest, Boltabit—Sol Sackel, account executive.

**TUBE AND TIRE DIVISION**  
Akron

**MARKETING PERSONNEL**  
Sales  
L. L. Higbee, trade sales manager (replacement tires)  
A. Ray Carr, auto tire sales manager  
W. C. Weirath, truck tire sales manager  
Kenneth W. Dight, sales promotion manager

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 571,559	\$ 125,770
Magazines .....	1,312,166	1,145,149
Business Publications .....	—	86,500
Network Television .....	2,723,689	—
Spot Television .....	585,400	86,500
Total .....	2,469,325	1,543,587

**RKO RADIO PICTURES INC. DIVISION**  
New York

**MARKETING PERSONNEL**  
Sales  
Herbert H. Greenblatt, western sales manager  
Nat Levy, eastern sales manager  
Advertising  
Ben H. Grimm, advertising manager  
Al Stern, promotion director

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 76,761	—
Magazines .....	—	240,486
Spot Television .....	—	—
Outdoor .....	—	57,959
Total .....	76,761	374,206

**BOLTA PRODUCTS DIVISION**  
Lawrence, Mass.

**MARKETING PERSONNEL**  
Sales  
Sumner Trilling, sales manager  
Advertising  
David H. Simonda, advertising director

**ADVERTISING EXPENDITURES**

	1956	1955
Newspapers .....	\$ 10,697	—
Magazines .....	—	140,325
Business Publications .....	—	151,622

**TEXTILELEATHER DIVISION**  
Toledo

**MARKETING PERSONNEL**  
Sales  
G. H. McGreevy, sales manager  
Advertising  
Magazines .....

**JEANETTE DIVISION**  
Akron

**MARKETING PERSONNEL**  
Sales  
John Reese, sales manager  
Thomas Walsh, sales promotion manager

**ADVERTISING EXPENDITURES**

	1957	1956
Magazines .....	\$ 116,000	—
Total .....	116,000	—

**BYERS CO. DIVISION**  
Pittsburgh

**MARKETING PERSONNEL**  
Sales  
Samuel Salem, sales and manufacturing vp  
A. S. Chalfont, general sales manager  
Advertising  
D. A. Torisky, advertising manager  
F. E. Farnan, sales promotion manager



**HEADACHES?**

Forget them  
when you

**SWITCH to the SERVICE of**  
**CENTURY**  
**ELECTROTYPE COMPANY**  
Electrotypes • Plastic Plates • R. O. P. Mats  
160 East Illinois Street, Chicago 11 • DElaware 7-1541

# What five letter word guarantees readership?

Stretched out in a sun-flecked hammock, you need a strong incentive to read an article on tool steel.

But technical business magazines provide that incentive. It's summed up in one word: "*money*". More specifically: money in the paycheck.

Our point? That most technical men put in a lot of their own time reading about machining, new techniques, improved material. And all the other production developments that go into Metalworking.

Specific reasons are as varied as the individuals. But one thing is sure. To get anywhere (or even to keep up) in industry, a production man must read a book like American Machinist. It's like part of his job.

This thirst for "know-how" makes magazines like American Machinist work hard. When a reader looks

into an issue, he usually gets enough specific information to let him try the idea in his own operations.

Advertising in American Machinist does more than just come along for the ride. The "specs" conscious production man reads ads as avidly as editorial. Because both are part of the basic "information package".

A publishing diet like this guarantees readership among specifying/recommending production men. The 41,000 copies of American Machinist that reach subscribers every other Monday aren't light or amusing reading. They've been invited in to go to work.

Whether or not subscribers do their homework in the hammock, we can't say. We do know, however, that half our circulation goes to home addresses. On this basis, you draw your own conclusions.

McGraw-Hill Magazine of Metalworking Production

330 West 42nd Street, New York 36

**American  
Machinist**



	1957
Magazines .....	\$ 28,550
Business Publications .....	100,900
<b>Total .....</b>	<b>129,450</b>

### AEROJET-GENERAL

Azusa, Cal.

#### MARKETING PERSONNEL

Sales  
Frank Russo, sales service manager

	1957
Business Publications .....	\$ 100,000
<b>Total .....</b>	<b>100,000</b>

### PENNSYLVANIA ATHLETIC GOODS DIVISION

Akron

	1957
Magazines .....	\$ 23,219
<b>Total .....</b>	<b>23,219</b>

### Gillette Co.

Gillette Co., Boston, the 18th largest national advertiser, invested an estimated \$30,500,000 in advertising during 1957, of which \$22,329,411 was in measured media. This compares with a 1956 expenditure of \$29,000,000, including \$21,155,079 in measured media.

Consolidated net sales in 1957 were \$194,929,175, off 3% from the previous year, when net sales reached a record \$200,714,707. Net profits dipped 18%, from \$31,544,304 in 1956 to \$25,940,570 in 1957. The company attributed the slide, despite price increases, to increased operating costs during 1957.

Net sales and earnings during the first six months of 1958 continued to decline, with net sales of \$91,555,962 down \$2,247,232 from the 1957 first half. Net income for the first six months of 1958 was \$12,274,611, as against \$13,008,359 for the like period the previous year.

In March of this year Boone Grosse, formerly vp in charge of sales, moved up to the presidency of Gillette Co., succeeding Carl J. Gilbert, who took over as board chairman upon the retirement of Joseph P. Spaney Jr.

Gillette Co., the parent group, operates primarily as a holding company, with marketing, sales and advertising responsibilities assigned executives of its three principal consumer divisions: Gillette Safety Razor Co., Toni Co. and Paper Mate Co. A fourth division, Gillette Laboratories, was created in 1957 and began marketing Thorexlin, a cough remedy, in January of this year.

Gillette Safety Razor Co.'s principal products and biggest moneymakers are Gillette Blue blades, Thin Gillette blades, a line of Gillette razors and a companion product, Gillette Foamy shaving creams.

During 1957, the division sustained some losses in sales volume

as trade and factory inventories piled up.

While the company does not release sales on a product basis, it reported that consumer sales of blades and razors continued high in 1957. Gillette Razor Blade Co.'s products last year reportedly accounted for about 85% of total double-edge blade sales in the U.S. and about 55% of the total market sales in blades of all types. Unit sales of Gillette razor blades during 1957 were estimated at more than 110,000,000, with a 10 or 15% increase in sales forecast by the company for 1958. A new product introduced during 1957 was the Deluxe Gillette adjustable razor, containing nine different blade exposure and shaving angle settings. Priced at \$10, initial sales were reported good. Early in 1958, the division introduced Menthol Cool Foamy instant shaving lather as an addition to its shaving cream line.

Of the \$22,329,411 spent by Gillette Co. in major media in 1957, the safety razor division accounted for \$7,614,427. The breakdown by media: All Gillette products in network tv, \$183,465; Gillette products in newspapers, \$600,000; Gillette razors and blades in magazines, \$87,540; Gillette razors, blades and shaving cream in network tv, \$6,743,422.

Gillette Co.'s biggest advertising spender is its Toni division, Chicago, which turns out a variety of home hair preparations, cosmetics and toiletries. No. 1 in its consumer market (estimated at near \$100,000,000) and among the division's principal products is the Toni home permanent, which includes such companion brands as Toni Epic, Charm Curl and Prom.

Other chief products are Pamper shampoo, Soft'ning, Tame Cream, Bobbi, Deep Magic cleansing lotion, Tame Cream Rinse, Twirl, Viv lipstick and White Rain shampoo. In the highly-competitive toiletry and cosmetic markets, Toni's White Rain shampoo and Deep Magic facial cleanser are considered top leaders, as is the company's Bobbi product in the pin curl permanent market. Over-all net sales of hair products were down during the year, however, due to changing hair styles and a general shrinkage in the home permanent market, the company reported.

New products introduced by Toni in 1957 were Self, a home hair preparation; Adorn hair spray, Hush deodorant and a clear White Rain shampoo.

Bolstering Toni's products in 1957 was a heavy advertising outlay by Gillette Co., accounting for more than 50% of the total 1957 budget. Gillette in 1957 spent \$10,670,978 for Toni in consumer advertising in magazines, newspapers and network tv, plus an

additional \$1,731,010 in spot tv, a total of \$12,401,988 from Gillette Co.'s over-all measured media budget of \$22,329,411. This compares with \$7,017,347 spent for Gillette Safety Razor division and \$200,796 spent for the company's other major consumer division, Paper Mate Co.

Gillette Co.'s Paper Mate division, Chicago, makes higher priced ballpoint pens and refills and holds top market position in that field. In 1957 the division entered the lower priced market with introduction of its Paper Mate "98" model, designed to compete with other makes selling for \$1.

Its other principal model, the Paper Mate "Capri," continued to be a top seller, featuring a Piggy-Back built-in refill. Most of the division's \$200,796 advertising budget was spent in network and spot tv, and in newspapers. In December, Paper Mate consolidated its 14 California manufacturing operations into a single plant at Santa Monica.

Gillette Co.'s foreign subsidiaries in 1957 reflected a "steady growth" in sales and profits, particularly in Canadian and South American operations, the company reported. Income in the eastern hemisphere, however, was off slightly from 1956.

Advertising expenditures by Gillette Co. distributors, which distribute Toni and Paper Mate products, were placed at \$50,420, all of it in spot tv.

Over-all, Gillette Co.'s advertising budget for 1956 and 1957 added up to this:

ADVERTISING EXPENDITURES		1957	1956
Newspapers .....	\$ 2,212,481	\$ 2,809,071	
Magazines .....	1,272,883	1,205,277	
Business Publications .....	100,000	100,000	
Farm Publications .....	14,000		
Network Television .....	15,799,837	15,257,871	
Spot Television .....	1,939,210	1,782,860	
<b>Outdoor .....</b>	<b>—</b>	<b>—</b>	
<b>Total Measured .....</b>	<b>22,329,411</b>	<b>21,155,079</b>	
<b>Total Unmeasured .....</b>	<b>8,170,589</b>	<b>7,844,921</b>	
<b>Estimated Total .....</b>	<b>30,500,000</b>	<b>29,000,000</b>	

### GILLETTE SAFETY RAZOR CO.

#### Marketing Personnel

Robert S. Perry, vp for marketing research

Sales  
William G. Salatch, general sales manager

Advertising  
A. Craig Smith, vp in charge of advertising  
J. J. Lambert, assistant advertising manager

Advertising Agency  
Maxon Inc., Detroit—All products—Lou R. Maxon, M. F. Mahoney, account supervisors

### TONI DIVISION

#### Marketing Personnel

Sales  
Walter G. Willie, sales vp  
M. N. Sandier, vp in charge of advertising, brand promotion and market research

Advertising Agencies  
North Advertising, Chicago—Toni, Tip Toni, Silver Curl, Tonette, Curlers, Deep

Magic, Adorn, Hush, Thorexlin and Self—Don Nathanson, president and account supervisor; B. W. Cooper (Tip Toni, Toni and Curlers); Austin D'Alton (Adorn); Kerry F. Sheeran (Thorexlin); Jack Jones (Silver Curl and Tonette); Dick Fechheimer, (Hush), and James Green (Self and Deep Magic), account executives.

Tatham-Laird, Chicago—White Rain and Prom—George Bamberger, account supervisor; Robert Ross (White Rain), and William Aiston (Prom), account executives.

Clinton E. Frank Inc., Chicago—Pamper shampoo, Tame cream rinse and Bobbi-Hill Blackett Jr., account supervisor; Sam Morgan (Pamper), John Sicks (Tame) and Art Roberts (Bobbi), account executives.

### PAPER MATE CO.

#### Marketing Personnel

Robert T. Wieringa, general sales manager

Advertising  
E. Ettinger, vp

#### Advertising Agency

Foote, Cone & Belding, Chicago—All products—Milton Schwartz, management representative, and Earle Dugan, account supervisor

### B. F. Goodrich Co.

The B. F. Goodrich Co., Akron, the nation's 66th largest advertiser, with expenditures in 1957 estimated by ADVERTISING AGE at \$11,000,000, of which \$4,511,770 was in measured media. In 1956 Goodrich invested an estimated \$11,500,000 in advertising, of which \$5,144,413 was in measured media.

Net sales at Goodrich last year climbed to \$734,651,000—the second best sales year in company history—and a 1.4% gain over 1956 sales of \$724,168,000. On the other hand, profits last year dipped to \$39,369,705, down 10% from 1956 earnings of \$43,765,431. The company blamed the profit decline on higher employment and freight costs, and a strike of 15 days in nine of the company's rubber plants. Goodrich also experienced a sharp decline in sales last November and December which resulted in lower earnings in the fourth quarter as compared with the same period in 1956. The company's fiscal year ends Dec. 31.

The sales decline has continued in the first six months this year. Sales in that period hit \$333,975,305, down 8.8% below first half sales in 1957 of \$366,008,979. Earnings for the first six months this year skidded to \$14,307,241, down 27.5% from \$19,728,926 in the same period last year.

Goodrich is the fourth largest rubber company in the world in sales volume, ranking behind Goodyear, Firestone and U. S. Rubber. However, in the lucrative tire field, trade sources say that in recent years Goodrich has had about 25% of the market (so has Firestone), ranking behind Goodyear (33%), while the other rubber companies have the remaining 17%. Competitor Firestone claims Goodrich's share is only 9%.

Last year, the company spent \$38,871,000 for capital expenditures and improvements and plans to spend another \$35,000,000 this year. Among other improvements, Goodrich constructed a general chemicals plant at Henry, Ill., which is scheduled to begin operations this summer, and a new adhesives plant at Akron, which is slated to start work this fall.

A new distribution center at Allen Park, Mich., will be completed this July, and it will bring Goodrich warehouses and offices in the Detroit area under one roof for the first time. The new center will be the 16th major distribution center established by Goodrich since 1950.

Among the new products introduced and marketed by the company last year were the B. F. Goodrich Silvertown 125 (for long driving at turnpike speeds); the

Trailmaker (an improved mud and snow tire) and a Deluxe Silvertown tire. The company also has made available 13 sizes of tires and tubes to fit small foreign cars to Goodrich dealers in the U. S. and overseas.

On the personnel side, J. W. Keener was elected president of the parent company, succeeding William S. Richardson, who retired after 31 years with Goodrich. F. M. Daley retired as president of B. F. Goodrich Sponge Products, and was succeeded by W. R. Todd, who had been a vp of the division.

Frank T. Tucker was named corporate director of advertising and distribution, a new position. Mr. Tucker had been assistant to Mr. Richardson since 1953, and served as advertising director of the company from 1940 until 1953.

J. A. Hoban retired this summer as marketing vp of the parent company. A successor has not been named. Mr. Hoban had been associated with Goodrich for more than 40 years. J. S. Barrie, vp of distribution of B. F. Goodrich Footwear & Flooring Co., also retired from the company last year, and was succeeded by John C. MacKinnon, who was given the title of vp of sales.

Goodrich added a new agency to its stable last September when B. F. Goodrich Chemical Co. named Feigenbaum & Wermen Advertising Agency, Philadelphia, to handle advertising in the men's wear field for its new Darlan man-made fiber, which has been renamed Darvan. The agency was hired only for introduction of Darvan, and its advertising is now handled by Griswold-Eshleman Co., the chemical company's regular agency.

The corporate company undertook a major cutback in network television expenditures last September when it dropped co-sponsorship of the "Burns and Allen" show. Goodrich had shared alternate-week sponsorship of the show with Carnation Co. since October, 1952. Before that, the company sponsored "Celebrity Time" from April, 1949, until September, 1952.

Goodrich told ADVERTISING AGE that the show was dropped because it was too expensive. Goodrich has diverted much of the tv money since then into print media. The company's footwear and flooring division still sponsors segments of the "Mickey Mouse Show" and "Captain Kangaroo" but other than these and some scattered tv spots, Goodrich is out of tv.

#### ADVERTISING EXPENDITURES

	1957	1956
Newspapers .....	\$ 1,306,867	\$ 743,741
Magazines .....	484,720	1,748,473
Farm Publications .....	82,553	309,880
Business Publications .....	1,231,500	1,058,900
Network Television .....	1,276,110	1,064,679
Spot Television .....	130,620	318,740
<b>Total Measured .....</b>	<b>4,511,770</b>	<b>5,144,413</b>
<b>Total Unmeasured .....</b>	<b>6,488,230</b>	<b>6,355,587</b>
<b>Estimated Total .....</b>	<b>11,000,000</b>	<b>11,500,000</b>

### PARENT COMPANY

#### Marketing Personnel

Advertising  
Frank T. Tucker, corporate director of advertising and distribution

Public Relations  
H. W. Maxson, director of public relations

### B. F. GOODRICH TIRE CO.

#### Marketing Personnel

E. F. Tomlinson, president  
Guy Gundaker, Jr., vp of replacement sales

J. T. Callahan, vp of equipment sales  
C. T. Morledge, general manager, special brand sales

M. G. Huntington, general manager, Associated tires and accessories  
Grover C. Clark, merchandising manager, Associated tires & accessories

D. W. Gates, manager, automotive chain store sales, Associated tires and accessories division

Advertising  
Glenn E. Martin, advertising manager  
E. C. Bartlett, national advertising manager

## ROCHESTER, MINNESOTA

On a per household basis, Rochester families rank 2nd highest in retail sales per household in the United States.\*

Per Household  
**CONSUMER SPENDABLE INCOME.....\$6768**  
**RETAIL SALES..... 6846**

### ROCHESTER (Olmsted County) THE NEWEST POTENTIAL METROPOLITAN MARKET\*

\*Sales Management, May 10, 1958

Where people have more money to buy products advertised in the POST BULLETIN

The Outstanding Test Market in the Upper Midwest

## ROCHESTER POST-BULLETIN

See your John Budd man for more details

Circulation over 23,000 daily

COLOR AVAILABLE!



A 37,000 population city with a 200,000 population skyline. The 52nd largest airport in the U.S. with 100,000 passengers yearly.

ager  
C. E. Copp, retail advertising manager  
R. L. Baker, sales promotion manager  
R. O. Howard, advertising and sales promotion manager, Associated tires & accessories

**ADVERTISING AGENCIES**  
Batten, Barton, Durstine & Osborn, Cleveland—Passenger car tires—E. L. Weillbrecht, account supervisor; John Miller, account executive; George Dawson, account executive.

Griswold-Eshleman Co., Cleveland—B. F. Goodrich brand truck, farm and industrial tires—Charles Farran, account executive; J. H. Gerber, assistant account executive—Associated tires & accessories—R. L. Baumgardner, account executive; B. O. Shaffer, assistant account executive.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 1,167,004	\$ 646,927
Magazines	12,727	828,696
Farm Publications	66,856	126,116
Network Television	1,048,497	1,064,679
Spot Television	75,110	95,976
Total Measured	2,364,278	2,762,376

**B. F. GOODRICH FOOTWEAR & FLOORING CO.**  
Watertown, Mass.

**MARKETING PERSONNEL**  
R. H. Blanchard, president  
John C. MacKinnon, vp of sales  
**Advertising**  
P. N. Swaffield, advertising manager

**ADVERTISING AGENCIES**  
McCann-Erickson, New York—F. Stanley Newbery Jr., account supervisor, footwear; William M. Ennis Jr., account supervisor, flooring.  
Henry A. Loudon Advertising, Boston—Neoprene, rubber and plastic coated work gloves—Ernest Clark Jr., account supervisor.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 191,753	\$ 71,404
Magazines	31,974	262,985
Network Television	227,613	
Spot Television	54,910	222,770
Total Measured	506,250	557,159

**B. F. GOODRICH SPONGE PRODUCTS**  
(Shelton, Conn.)

**MARKETING PERSONNEL**  
W. R. Todd, president  
**Advertising**  
John J. Corrigan, advertising manager  
**ADVERTISING AGENCY**  
Cunningham & Walsh, New York—William Bunn, account supervisor; Roy Gorski, account executive.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 27,523	
Magazines	68,875	67,275
Total Measured	96,398	67,275

**B. F. GOODRICH INDUSTRIAL PRODUCTS CO.**  
Akron

**MARKETING PERSONNEL**  
C. O. DeLong, president  
R. V. Yohe, vp of sales  
R. D. Hager, vp of manufacturing  
**Advertising**  
H. E. VanPetten, director of advertising  
J. W. Misamore, advertising and sales promotion manager, plastics products (Marietta, Ohio)  
Mrs. Rubie C. Gross, sales promotion manager

**ADVERTISING AGENCY**  
Griswold-Eshleman Co., Cleveland—R. L. Baumgardner, group head; Mary Elizabeth Landers, account executive; B. O. Shaffer, account executive (Koro-seal).

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 4,887	\$ 25,410
Magazines	210,839	340,283
Total Measured	215,726	365,693

**B. F. GOODRICH CHEMICAL CO.**  
Cleveland

**MARKETING PERSONNEL**  
J. R. Hoover, president  
J. C. Richards, sales vp  
H. B. Warner, research vp  
**Advertising**  
George B. Koch, advertising manager

**ADVERTISING AGENCY**  
Griswold-Eshleman Co., Cleveland—L. R. Canfield, group head; L. S. Monroe, account executive. (Griswold-Eshleman also handles International B. F. Goodrich Co.)

ADVERTISING EXPENDITURES		
	1957	1956
Magazines	\$ 160,305	\$ 178,905
Total Measured	160,305	178,905

**B. F. GOODRICH AVIATION PRODUCTS**

**MARKETING PERSONNEL**  
P. W. Perdriau, general manager  
E. H. Fitch, general manager, sales  
**Advertising**  
M. W. Martin, advertising and sales promotion manager

**ADVERTISING AGENCY**  
Batten, Barton, Durstine & Osborn, Cleveland—William Fox Jr., account supervisor; E. L. Weillbrecht, account executive.

**The Goodyear Tire & Rubber Co.**

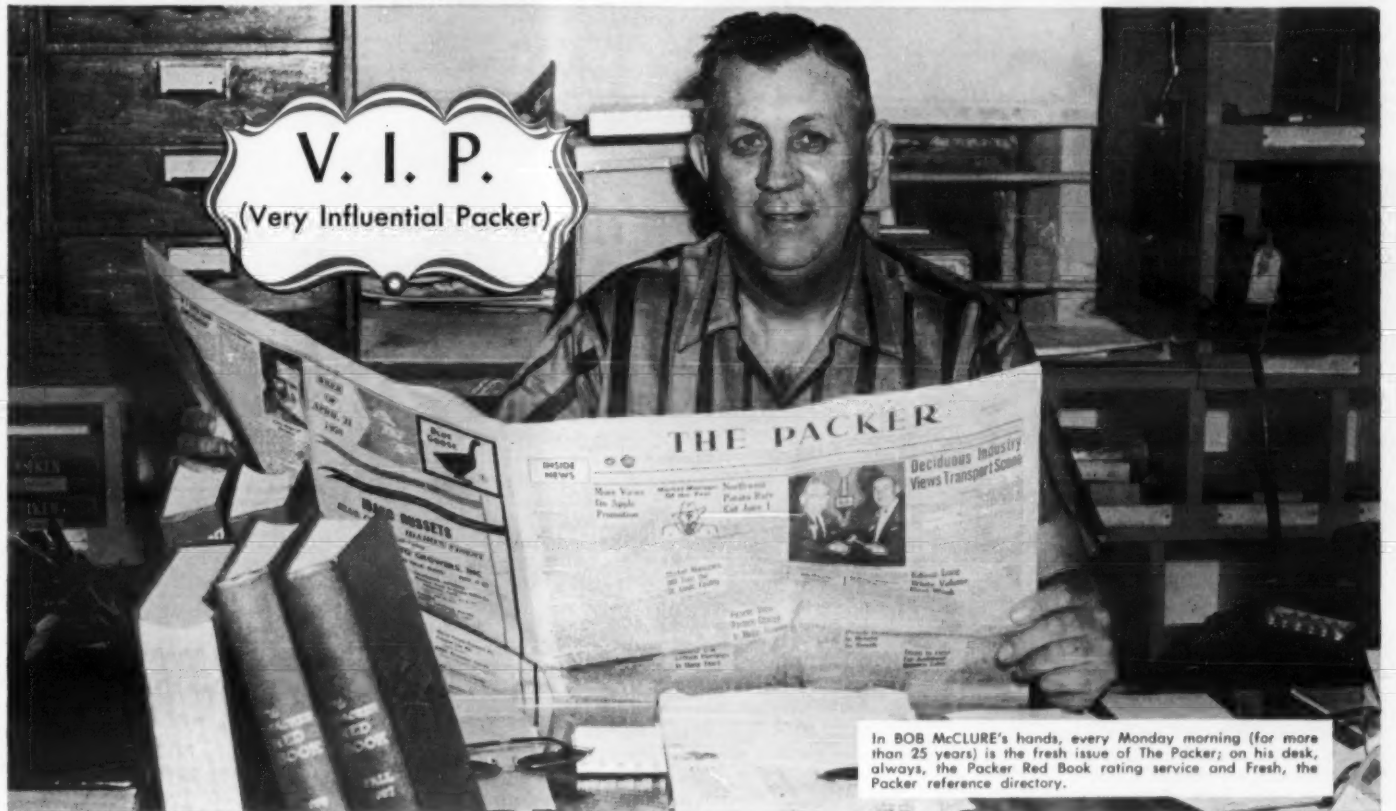
The Goodyear Tire & Rubber Co., Akron, is the nation's 28th largest advertiser, with total expenditures in 1957 estimated by ADVERTISING AGE at about \$22,770,000, of which \$11,450,382 was in measured media. This is a gain over 1956 expenditures estimated at \$21,000,000, of which \$10,564,884 was in measured media.

In addition to a record ad budget last year, Goodyear's sales and earnings also hit record highs. Net income for 1957 amounted to \$64,825,516—a 3.7% gain over 1956's previous record total of \$62,450,-

**ADVERTISEMENT**



"LOCAL" ADVERTISER USES "EXPRESS" MEDIUM. The Bowery Savings Bank, a local advertiser and the largest savings institution in the country, uses the tremendous reader interest (the correct time) in CLOCK SPECTACULARS to reach the millions of New York subway riders. CLOCK SPECTACULARS are the "express way" to reach the New York market. CLOCK SPECTACULARS, 75 Varick Street, N.Y. 13, N.Y. (CA 6-6800).



In BOB McCLURE's hands, every Monday morning (for more than 25 years) is the fresh issue of The Packer; on his desk, always, the Packer Red Book rating service and Fresh, the Packer reference directory.

**Tell Your Story to Bob McClure and You're Selling 200 Buyers!**

The commercial fresh fruit and vegetable industry is a multi-billion dollar market for cars, trucks and farm machinery; for chemicals, seeds and fertilizers; for machinery, boxes, and bags; for plastics, transportation and petroleum products. But it is a more complex market to sell than most industries, because it is seasonal, scattered and, often, inaccessible to ordinary sales and advertising methods.

You have to reach men like Bob McClure of Nashville, Arkansas, to get the job done. They're the men who read The Packer every Monday morning — and depend on it as an important working tool in their business.

Bob McClure, grower-packer-shipper, is the point of influence

for 200 smaller commercial growers in the Nashville area. He buys and packs their produce (in addition to his own); they depend on him as their market — and they depend on him to sell them or advise them on what to buy to operate their farms.

They buy a lot, those 200 growers around Nashville. But you can't reach them, except through Bob McClure. And the best way to reach the men like Bob McClure who control 90% of the industry's spending power is through the pages of The Packer. It is the influential news publication of the industry — the medium the Bob McClures read — and advertise in to reach the other sections of the industry, to whom they sell.

Analysis of the Fresh Fruit and Vegetable Market around NASHVILLE, ARKANSAS	
<b>WHAT IT SELLS*</b>	
Peaches	—1,000,000 bu.
Green Beans	—150,000 bu. Potatoes—100,000 bags
Strawberries	—25,000 crates
(Also large quantities of cucumbers, radishes, peppers, greens, tomatoes)	
*90% through McClure Produce Co.	
<b>WHAT IT BUYS—</b>	
Gas and Oil	—\$1,000,000
Fertilizer	—\$250,000
Packaging Materials	—\$100,000
Agricultural Insecticides	—\$125,000
<b>WHAT IT OWNS—</b>	
Trucks	—1,000
Big Sprayers	—100
Tractors	—500
Irrigation Equipment	—\$200,000

**INFLUENCE** the buying power of the Fresh Fruit and Vegetable Industry—

**THE PACKER**

201 Delaware Kansas City, Mo.  
ABC Circ. 16,786, Publisher's Statement, 6 months ending June 30, 1958

130. Sales last year climbed to \$1.42 billion—up appreciably over the previous high of \$1.37 billion in 1956. It was the seventh year in succession that sales topped the billion dollar mark.

The company's sales and earnings picture for the first quarter this year, however, was not as bright. Sales hit \$308,279,000, down 12.7% from \$353,178,000 in 1957. First quarter earnings this year reached \$10,857,506, a decrease of 37.1% from \$17,265,055 reported for the same period last year. The sharp drop in automotive production this year apparently is responsible for the dip in earnings and sales.

Goodyear continued its expansion and improvement program last year and invested some \$83,000,000 in better facilities. The company expects to spend \$70,000,000 this year for the same program. The 1958 program includes the building of a \$10,000,000 Videne and Vitel plastics plant to be located at Point Pleasant, W. Va., for the manufacture of Goodyear's new polyester resin and laminating film.

Goodyear is the largest manufacturer of rubber products in the world. Tires represent about 60% of the company's sales volume, with the other 40% coming from the sales of new products developed for home and industry. Goodyear has an estimated 33% of the tire market; Firestone and Goodrich have 25% each, and other companies share the remaining 17%.

With the coming of Sputnik last year, Goodyear's position in the American economy became even more significant. The company produces a variety of equipment for the armed forces, including such important items as missile guidance systems, testing and ground handling equipment for missiles; missile nose cones, rocket booster cases, radar structures, airships, radomes, airborne radar systems, airframe structural components, and tires, wheels and brakes for aircraft.

Goodyear Aircraft Corp., a subsidiary, was awarded a \$65,000,000 Navy contract for research and development last June in connection with "SUBROC," a new anti-submarine missile system. The contract covers the complete weapons system, including production and tooling methods.

The company last year made further improvements in its Captive-Air safety tire, which features a reserve air chamber which eliminates the roadside tire change. New products introduced last year include Videne polyester resin and laminating film; recovery bags for missiles; a line of industrial brakes; skid-warning device for aircraft, trifirm-C, a new covering material for crash pads and other uses, and two new lines of Vinyl flooring. Early this

year, Goodyear introduced the Unisteel, a new truck tire which is built entirely of steel cord instead of fabric plies.

Two key Goodyear executives—R. S. Wilson, exec vp in charge of all domestic sales, advertising and business research, and L. E. Judd, director of public relations—retired this year after many years of service. Victor Holt Jr., who formerly was vp in charge of tire renewal sales, succeeded Mr. Wilson.

Edward J. Owens, Kudner Agency's account supervisor on Goodyear, resigned from the agency last fall after 22 years. Mr. Owens had worked on the Goodyear account with Kudner and other agencies for 41 years. Mr. Owens has since joined Compton Advertising as a vp. James Black succeeded Mr. Owens at Kudner.

Goodyear last year increased its expenditures in newspapers by more than \$700,000 over 1956, and the rubber giant also boosted its spending in magazines and farm publications. The company cut its network tv expenditures by some \$200,000 last year as compared with 1956. Goodyear also ran full color ads in magazines for its truck equipment for the first time this year.

ADVERTISING EXPENDITURES	
	1957 1956
Newspapers	\$ 2,906,580 \$ 2,206,072
Magazines	5,085,902 4,854,614
Farm Publications	602,243 400,045
Business Papers	786,600 775,000
Network television	3,060,788 2,381,203
Spot television	28,200 38,950
Total Measured	11,450,393 10,564,884
Total Unmeasured	11,319,618 10,435,116
Estimated Total	
Expenditure	\$ 22,770,000 21,000,000

MARKETING PERSONNEL (All located in Akron)	
Sales	
Victor Holt Jr.,	exec vp in charge of sales
C. C. Gibson,	vp in charge of automotive products
Sam DuPree,	vp of general products
J. S. Bruskin,	general manager films and flooring
R. E. Pauley,	general manager foam products
E. M. Eickmann,	general manager aviation products
R. B. Warren,	general manager industrial products
F. R. Evans,	general manager shoe products
H. J. Lafaye,	general manager metal products
H. R. Thies,	general manager chemical division
O. E. Miles,	vp trade sales
W. A. Kemmel,	assistant to the vp, trade sales
J. A. Lewin,	assistant to the vp, trade sales
C. W. Thorp,	marketing manager, tire division
R. W. Fitzgerald,	sales manager, tire division
L. W. Moore,	general manager, retail stores division
Advertising	
K. C. Zonsius,	director of advertising
D. T. Buchanan,	manager of advertising and sales promotion
Bruce W. Wert,	asst. mgr., advertising and sales promotion
H. F. Cook,	advertising manager, tire departments
G. G. Cartwright,	advertising manager, general products
Public Relations	
H. G. Wilson,	manager, public relations

ADVERTISEMENT



THEY WALK TOWARDS YOUR ADVERTISEMENT IN CLOCK SPECTACULARS, located in all high traffic areas, residential and business. Millions of New York subway riders see your advertisement head-on while checking the correct time (synchronized hourly with U.S. Naval Observatory Time) in CLOCK SPECTACULARS. Bring yourself up-to-date on this new, dramatic way of selling the New York market. Contact CLOCK SPECTACULARS, 75 Varick Street, New York 13, New York. (CA 6-6800)

KELLY-SPRINGFIELD TIRE CO.

Cumberland, Md.  
E. S. Burke, president  
M. T. Powers, vp and sales manager  
L. J. Auker, manager of advertising and sales promotion

ADVERTISING EXPENDITURES	
	1957 1956
Magazines	\$ 361,815 \$ 339,290
Farm Publications	85,000 46,610
Newspapers	15,610 8,578
Total Measured	440,425 444,418

GOODYEAR AIRCRAFT CORP.

Akron  
T. A. Knowles, president  
R. W. Richardson, vp in charge of sales  
M. B. Jobe, manager, customer relations  
K. C. Zonsius, director of advertising  
Advertising handled by parent company advertising department.

ADVERTISING EXPENDITURES	
	1957 1956
Magazines	\$ 331,000 \$ 259,390
Total Measured	331,000 259,390

ADVERTISING AGENCIES  
Young & Rubicam Inc., New York—Auto tires. Television: "Goodyear Theater"—Walter K. Nield, account executive.  
Compton Advertising Inc., New York—Shoe products—Jack P. Rees, account executive.  
Kudner Agency Inc., New York—All other national advertising including truck, off-the-road, industrial, cycle and farm tires; industrial rubber goods; Air-foam; films and flooring; chemical products; aviation products; metal products and aircraft.—J. F. Black, account executive.

Gulf Oil Corp.

Gulf Oil Corp., Pittsburgh, is the nation's eighth largest corporation, ranked by sales (third among oil companies), and the 61st largest advertiser. Total ad expenditures in 1957 were estimated at \$12,100,000, including \$7,729,820 in measured media. The previous year's expenditures for advertising were estimated at \$12,000,000, including \$7,018,000 in measured media.

Net sales, continuing uninterrupted gains of recent years, rose 16.7% to a record \$2,730,085,000 in 1957, compared with \$2,339,715,000 in 1956. Rising even more sharply, net profits increased 25.3%, from \$282,658,000 in 1956 to \$354,284,000 in 1957. Last year Gulf sold its Texas Gulf Sulphur Co. stock, realizing a profit of \$30,686,000.

For the first half of 1958, Gulf reported net earnings of \$115,737,000, compared with a net of \$201,755,000 for the same period last year.

Gulf markets gasoline (Gulf Crest, Super No-Nox and Good Gulf), motor oils (Gulfpride Select, Gulfpride, Gulf-lube and Supreme), lubricating oils and greases, natural gas and petrochemicals. The 57-year-old company markets its products in 36 states through domestic marketing divisions, mainly east of Illinois, with its heaviest concentration in the Southeast. Last year it boosted its Chicago office from zonal to divisional rating, and is reportedly eyeing expanded operations in the Great Plains area.

The company's net crude oil

production in 1957 increased 14% in the U.S., 7% in the rest of the Western Hemisphere and 20% in the Eastern Hemisphere. The overall increase was 16% and the worldwide net production averaged 1,117,300 bbls. a day. Gulf and its subsidiaries operate in 38 countries throughout the free world.

Gulf said it had an 8% increase in domestic gasoline sales last year, against a 3% average for the industry. The company is actively trimming its non-profitable and obsolete retail outlets, while adding new stations. In 1956 the total outlets numbered 36,500; in June, 1958, the total was down to 34,700. Included in the reduced number are 2,400 service stations opened or reopened during 1957.

The company opened four new research laboratories last year at the Gulf Research Center, Har-marville, Pa., and expanded its refinery and shipping and loading facilities at Mina al Ahmadi, Kuwait. It also acquired a 25% interest in Callery Chemical Co., which specializes in research and development of missile and rocket fuels.

In personnel changes, S. A. Swensrud, chairman of the board, resigned in April, 1957, and H. G. Meador, senior-vp, marketing, retired in February, 1957. Neither position has been filled.

E. W. Campbell moved up from the sales staff and was named direct sales coordinator. He replaces G. L. Benjamin, who has moved to the company's New York office.

ADVERTISING EXPENDITURES	
	1957 1956
Newspapers	\$ 3,366,630 \$ 2,218,464
Magazines	1,082,445 237,364
Farm Publications	81,973 126,223
Business Publications	310,300 293,800
Network Television	1,100,304 2,268,375
Spot Television	179,710 89,330
Outdoor	1,008,558 1,778,975
Total Measured	7,729,820 7,018,151
Total Unmeasured	4,370,180 4,981,849
Estimated Total	
Expenditure	\$ 12,100,000 12,000,000

MARKETING PERSONNEL Sales	
C. J. Guzzo,	marketing vp
Robert A. Hunter,	coordinator—marketing
E. L. Hemming,	retail and jobber sales coordinator
E. W. Campbell,	direct sales coordinator
E. F. Jacobs,	merchandising manager
Advertising	
Benton W. S. Dodge,	director of advertising and sales promotion
J. A. Burgess,	direct market advertising manager
L. H. Smith,	retail and jobber advertising manager

ADVERTISING AGENCIES  
Young & Rubicam, New York—all consumer advertising—Thomas W. Clark, account supervisor; Thomas Hubbard, Haps Kemper, Dave Palmer and Fred Jackson, account executives.  
Calkins & Holden, New York—outdoor advertising—Walter B. Geoghegan, account supervisor; Robert Wolfe, account executive.  
Ketchum, MacLeod & Grove, Pittsburgh—industrial advertising—C. E. Van Voorhis, account supervisor; Donald A. Colvin, account executive.

H. J. Heinz Co.

H. J. Heinz Co., Pittsburgh, is the nation's 82nd largest advertiser, with total expenditures in 1957 estimated by ADVERTISING AGE at \$9,500,000, of which \$6,416,787 was in measured media. Expenditures in 1956 are estimated at \$8,500,000, of which \$5,896,399 was in measured media. The 1957 ad expenditure was a new high for Heinz, which during the year heralded the happy coincidence of its "57" trademark and the 57th year of the century, promoting 1957, "the Heinz year," with a once-in-a-century "Sellabration."

The company's consolidated sales recorded a new high in the fiscal year ending April 30, 1958—\$293,811,817—climaxing a steady yearly sales increase from 1949, when sales were \$174,877,723. Fiscal 1958 sales were 5% higher than sales of \$278,852,382 reached

at the end of fiscal 1957, May 1, 1957.

Net income for the year ended April 30, 1958, was \$9,336,913, down about 12% from the \$10,626,262 earned the year before, which were the highest earnings in the company's history. The drop in net income is attributed partially by Heinz to a new system of distribution, now nearly completed, which "has been costly and has temporarily reduced the net income," but which Heinz management feels will result in "savings and efficiencies that will be reflected in future profits, beginning in fiscal 1959."

Heinz, a leading processor and packer of food products marketed under the 57 Varieties trademark, has long operated four foreign subsidiaries in Canada, Britain, Australia and Spain. Early in 1958 Heinz purchased an integrated food processing company in Holland—Taminiau's Conservenfabrieken, N.V., marking its first full move into the European continent. The new subsidiary will begin production of some of the 57 Varieties in the near future. During the year Heinz sold the small olive processing plant in Spain, keeping its number of subsidiaries to four.

In the past, Heinz has drawn 44% of its sales outside the U.S. and 71% of the profits outside the U.S. Because in fiscal 1958 total dollars of U.S. net sales were down slightly (although the number of units sold was the highest in history), Heinz U.S. sales probably comprised about 50% of total consolidated sales, or about \$147,000,000.

Foreign operations all were profitable with highs in sales reached in Canada, England and Australia. The British company, which operated 20 years without a profit, has doubled its sales every four years since World War II. The volume of the three British Commonwealth subsidiaries is growing and currently accounts for almost 50% of the company's total sales.

Heinz is establishing new facilities in both Canada and England, where Heinz was unable to meet the demand for all of its products last year. H. J. Heinz II, president, stressed the importance of research in the company's operations, and this coming October a new Heinz Research Center in Pittsburgh will be opened.

Heinz, which four years ago began to reorganize its distribution set-up, has reported its new distribution system is 80% completed. For 85 years Heinz products were distributed exclusively through company-operated warehouses. In 1954 Heinz began to switch distribution of products through cooperatives, voluntary chain groups, or wholesaler groups. Today more than 80% of Heinz products go through noncompany warehouses. During the past year 19 Heinz warehouses were closed, but Heinz reports sales personnel has not been reduced, and "some 1,400 U.S. Heinz salesmen, freed of non-selling duties, devote more time to merchandising in the 28,800 supermarkets which do 67% of the entire food business."

Principal products of the company, which says it uses more than 200 recipes for its U.S. products, are ketchup and other tomato products, pickles, soups, baby foods, beans, vinegar, mustard and condiments. The company also markets canned spaghetti, macaroni, chili con carne, sauces and the Minute Meals, such as beef goulash, chicken noodle dinner, chop suey and chicken stew with dumplings.

Ketchup, baby foods and soup account for about 60% of the company's business. Heinz ketchup is first in a market where the three

**In America's 2nd Biggest market . . .**

**BE SURE YOU COVER  
THE HIGH SPOTS FIRST**



**Triangle Outdoor**

**PAINTED BULLETINS**

*Assure you*

**CIRCULATION\* *Plus* IMPACT\*\***

**IN THE GIGANTIC**

**CHICAGOLAND MARKET**

\*Choice of the most highly effective locations, including  
Key Shopping Centers close to points of purchase

\*\*Painted Bulletins designed with Outstanding  
Craftsmanship that arrests attention

**Triangle Outdoor Advertising** . . . 448 North Orleans, Chicago, Ill. . . . Superior 7-3502

leaders (Heinz, Del Monte and Hunt) account for 50% of the market. The growing U.S. appetite for ketchup is a source of satisfaction to Heinz, which reports that in the 1930s, persons five years and older consumed less than two bottles annually per capita, compared with close to four bottles annually today. During the year Heinz introduced a new 20-oz. "family-size" bottle of ketchup, which it says helped to greatly increase its ketchup sales.

■ Heinz, also the world's largest pickle processor, sells more than 20 different kinds of pickles. During the year a new variety, Candied Krink-L-Chips, was introduced nationally. All U.S. pickle sales are now about one-third larger than five years ago, and currently amount to about \$200,000,000 a year. Heinz feels it remains first in this market by meeting changes in the market. Heinz also is one of the top two or three vinegar producers.

In the baby foods market, Heinz and Beech-Nut currently are competing for second place. Gerber is first, and Clapp holds fourth place, having about one-third of the volume of either Heinz or of Beech-Nut. The top four in baby foods have by far the lion's share of the market. Heinz has about 10% of the soup market, a small second to the approximate 80% enjoyed by Campbell Soup Co.

■ Other new products introduced during the year include five new baby fruit juices and six new soups. A new mustard jar was introduced for Heinz brown mustard and Heinz mild mustard, and two new mustards—horsersadish and Dusseldorf—were developed, and are presently being test-marketed.

Four Heinz promotions this year involved cooperation with other manufacturers. For the fourth year, Heinz and Wesson Oil-Snow-drift Sales Co. cooperated in a spring-time salad promotion via color spreads in magazines and supplements. With Scott Paper Co., Heinz promoted a Cook-Out Merry-Go-Round store display which pushed three Heinz products and two Scott products related to outdoor eating. With Hotpoint, Heinz launched its largest 1958 consumer promotion—a 25-word-or-less contest on "no other ketchup tastes like Heinz because..." Prizes were \$100,000 worth of Hotpoint appliances.

Heinz also joined with Radio Corp. of America to offer an RCA sample record for \$1 and four Heinz soup labels.

■ As a part of its big 1957 57 Varieties promotion, Heinz gave away 1,000,000 copies of a cookbook "57 Prize Winning Recipes," all using ketchup as an ingredient. Heinz also used humorous cartoon ads with the slogan "Eat Out for Variety in '57," in support of the

restaurant industry, a substantial portion of its institutional business.

Heinz will make a major change in its television advertising this fall. The evening dramatic series, "Studio 57," will be dropped in September, after having been on the air for Heinz for four years. (Last December, Heinz dropped the "Captain Gallant" show, featuring Buster Crabbe, which it had sponsored since February, 1955.) In September, Heinz will go heavily into daytime television, sponsoring four one-quarter hour programs per week on the NBC network. These shows will be on Wednesdays or Thursdays, in alternate weeks. According to Heinz, "This gets us to our real customers—the women who make the buying decisions. And we like the Wednesday and Thursday schedule, because those are the days when the housewife is planning her major shopping for the week's groceries—on Thursdays, Fridays and Saturdays when more than three-fourths of the week's sales are made in supermarkets."

■ In May of this year Ralph Johnson, who joined Heinz as assistant to the vp of marketing, B. Dent Graham, was promoted to head public relations activities.

Major agency change was the assignment early this year of hotel and restaurant advertising to Maxon Inc., Detroit, the Heinz agency for grocery products for 25 years. Ketchum, MacLeod & Grove, which continues to handle Heinz public relations, has handled hotel and restaurant advertising for the past two years.

#### ADVERTISING EXPENDITURES

	1957	1956
Newspapers	\$ 1,635,305	\$ 1,264,076
Magazines	1,711,821	1,425,012
Business Publications	100,000	95,800
Network Television	1,550,973	1,475,820
Spot Television	1,821,790	1,334,260
Outdoor		103,431
Total Measured	6,416,787	5,896,399
Total Unmeasured	3,063,213	2,603,001
Estimated Total Expenditure	9,500,000	8,500,000

#### MARKETING PERSONNEL

B. Dent Graham, vp in charge of marketing  
 Ralph B. Johnson, assistant to vp-marketing and director of public relations  
 Louis A. Collier, manager of sales promotion  
 Albert Collins, assistant manager of sales promotion, grocery products  
 Paul Pfischner, assistant manager of sales promotion, H&R products  
 D. G. Fluharty, manager of marketing research  
 W. H. Parshall, manager of product managers  
 A. R. Shepard, manager—cost and pricing  
 Advertising  
 Arthur Dimond, manager of advertising  
 A. F. Adams, department head—media and copy  
 O. C. Roesemeier, department head—trade advertising and trade shows  
 Elton Schnellbacher, department head—photography  
 Lila Jones, department head—home economics  
 Sales  
 John D. Scott, vp of sales  
 C. E. Gossard, manager of chain store

sales  
 W. H. Lohr, manager of distributor sales  
 H. J. Moffat, manager of hotel and restaurant sales  
 D. R. James, manager, eastern area sales  
 F. G. Barnum, manager, western area sales

#### ADVERTISING AGENCIES

Maxon Inc., Detroit, Consumer and hotel and restaurant advertising—Hunter Hende, account supervisor.  
 Joshua Epstein Co., New York, K kosher market advertising. Joshua Epstein, account supervisor.

### Heublein Inc.

Heublein Inc., Hartford, Conn., is the nation's 97th largest advertiser with total advertising expenditures for 1957 reported at \$6,132,237, of which \$4,848,910 was in measured media. The 1956 total was \$5,280,000, of which \$3,807,761 was in measured media. During 1957 Heublein invested an estimated \$4,800,830 in advertising for its liquor division and \$1,331,407 for the food division. Advertising in 1958 is expected to be increased about \$300,000.

Total sales for the company in 1957 were \$82,614,425, compared with \$86,421,998 in 1956. 1957 net profit after taxes was \$2,411,292 as against \$2,176,776 in 1956.

■ Heublein's food division has both domestic and imported food products. The domestic line includes A-1 Sauce; Maltex and Maypo, both hot cereals; Grey Poupon mustard and Anderson's canned soups. A new product during the past year was Sizzl-Spray barbecue sauce, introduced via newspaper, radio and spot tv on the West Coast. The food imports include Huntley & Palmer biscuits, Edward Artzner fole gras, Robertson's preserves, Grey Poupon mustard (imported) and Ming teas.

■ Heublein liquor division brands are Smirnoff and Reiska Vodkas, Heublein cocktails and cordials, Bell's scotches, Milshire gin, Ryebrook whisky, BW whisky and Heublein vermouths. During the past year the manufacturer completed an arrangement with John Harvey & Sons, Bristol, England, to distribute Harvey's Bristol Cream, Bristol Milk and other sherry and port products.

During 1957 Heublein spent an estimated \$1,182,917 in magazines and an equivalent amount in newspaper advertising on Smirnoff vodka, according to the Liquor Handbook's listings of advertising expenditures. Heublein budgeted \$144,204 for magazine advertising on Bell's scotch whisky, \$169,750 for Heublein cordials, \$383,694 for Heublein Club cocktails. The company's only outstanding expenditure in newspaper advertising other than Smirnoff was \$164,700 for Reiska vodka, its similar but lower-priced brand. The liquor division introduced a new product, Smirnoff flavored vodka, during

the past year but has not promoted it.

■ Heublein invested \$259,000 in 1957 on spot television. The major share of this expenditure—\$166,510—was budgeted for Maypo cereal with an additional \$80,000 allocated to Maltex cereal. There was no network tv. The company's \$400,000 Maypo advertising budget will be increased \$600,000 this fall by a spot tv campaign using the familiar tv kiddie character, Mar-ky Maypo, who doesn't like hot cereals but goes for Maypo's maple flavor.

The company's heavy advertising investment in Smirnoff vodka started in southern California after World War II when bars began pushing the Moscow Mule and its vodka ingredient to unload their heavy vodka stocks. When vodka sales started booming, Heublein began its advertising in the Los Angeles area. The beginning budget was estimated at \$42,000 and early advertising consisted largely of small space ads in selected newspapers with as many as four or five ads in the same edition. At that time there was practically no competition to Smirnoff. Now there are at least 9 other major domestic vodka manufacturers. Smirnoff was the first to originate the "breathless" theme, which was taken up by other manufacturers and became a strong factor in the vodka sales boom. After it became familiar, the slogan "It leaves you breathless" was toned down in Smirnoff's advertising to give greater emphasis to the brand name.

■ When vodka became nationally established, its agency, Lawrence C. Gumbinner, started using a sophisticated approach with full-color ads in magazines, featuring well-known personalities with an unusual theme. This fresh advertising slant for the liquor industry has had widespread effects. Edward G. Gerbic, who came to Heublein as vp last year from Johnson & Johnson, where he was vp of merchandising, said:

"We are constantly increasing our advertising investment. We don't expect any cutbacks at all. Heublein's over-all advertising in 1950 was less than \$500,000, and this year it will be nearly \$7,000,000. Next year we intend to invest more in newspapers than ever before."

■ Another 1957 appointment was that of Robert E. Murphy as merchandising coordinator for the food division. In 1958 John Balch was named publicity director.

#### ADVERTISING EXPENDITURES

	1957	1956
Newspapers	\$ 1,906,250	\$ 1,746,033
Magazines	3,214,680	1,979,618
Business Publications	75,000	70,200
Spot Television	239,920	82,140
Outdoor	111,741	67,954
Total Measured	4,848,910	3,945,945
Total Unmeasured	1,283,327	1,344,060
Estimated Total Expenditure	6,132,237	5,290,005

#### MARKETING PERSONNEL

J. G. Martin, pres.  
 Edward G. Gerbic, vp  
 F. E. Chapman, vp, liquor division  
 F. M. James, food division sales manager  
 Carl Chapman, brand manager, cocktails & cordials  
 E. F. Murphy, brand manager, imported liquors  
 C. Simmons, brand manager, Reiska vodka  
 Frank C. Marshall, advertising manager  
 Robert W. Honer, assistant advertising manager  
 Norman A. Young, assistant advertising manager  
 Robert E. Murphy, merchandise coordinator

#### ADVERTISING AGENCIES

Lawrence C. Gumbinner Advertising Agency, New York—Milton Goodman, account supervisor, and R. J. Woods, account executive, for Smirnoff vodka; M. Freund, account supervisor, and R. J. Woods, account executive, for Heublein cocktails and cordials.  
 Bryan Houston Inc., New York—A-1 sauce—J. M. Van Horsen, account supervisor; Carl W. Fleharty, Jr., account executive.

## Hiram Walker-Gooderham & Worts Ltd.

Hiram Walker-Gooderham & Worts Ltd., Walkerville, Ont., through its affiliates (about 85% to 90% of Walker's sales are in the U. S.) is the nation's 53rd largest advertiser with 1957 total U. S. advertising expenditures estimated by ADVERTISING AGE at about \$15,000,000. Of this \$8,359,536 was in measured media. Expenditures in 1956 were estimated at \$13,000,000, including \$6,755,078 in measured media.

The company believes 1958 expenditures "will be at an alltime high."

For the fiscal year ending Aug. 31, 1957, sales were \$396,182,157, up 6.8% over \$370,927,502 in the preceding year. Net earnings rose 6.6% to \$22,478,161, or \$7.84 a share, compared with a net of \$21,079,312, or \$7.30 a share, for the previous year.

■ The year was the top sales year for Walker and the fourth best year in profits (tops in profits was \$27,925,874 in 1950). All figures are stated in U. S. currency.

In the current fiscal year, net earnings were \$16,333,151, or \$1.90 a share, for the first nine months ending May 31, compared with \$17,326,474, or \$2 a share, for the corresponding period of the previous year. President Howard R. Walton said that apparent consumption of distilled spirits in the U. S. from September, 1957, through April, 1958, declined 3.8%. During the year ended June 30, 1957, the apparent U. S. consumption of 216,298,000 gallons was 5% above the year before and 12% above that of the year ended June 30, 1955. "Per capita consumption also went upward in these years but not so steeply as did personal income," Mr. Walton says in the annual report.

■ The company has been in business for a long time. Hiram Walker started in the Canadian whisky business in 1858; Gooderham & Worts, an even earlier enterprise, was founded in 1832. This year, to mark its centennial, Hiram Walker gave the Windsor Historic Sites Assn. the funds for restoring Francoise Baby House, built no later than 1812, the oldest brick dwelling on the Detroit River. Baby House will be called the Hiram Walker Museum and will display historical material.

In the past 24 years, Walker's sales gains have been rapid. In 1934 sales were \$21,071,349. Sales first went over the \$100,000,000 mark in 1941 with a total of \$102,156,227, jumped to \$254,618,161 in 1945 and \$310,252,924 in 1948. Sales hit a peak in 1950 at \$343,122,700, subsequently sagged to \$306,998,430 in 1952 and have climbed each year since.

■ Walker ranks fourth among U. S. distillers. Besides its Peoria, Ill., plant, the largest in the world, the company has 15 other distilleries in five countries. The Walkerville plant is the largest beverage distillery in Canada; the Dumbarton, Scotland, plant, is the largest in Europe.

No major distributing changes were made in the past year and Walker's agency lineup remains the same. Late in 1957, Raymond W. Sibbert, vp and general sales manager of Gooderham & Worts, Detroit, was named president and general sales manager.

■ The corporation's major sales subsidiary is Hiram Walker Inc., Detroit. Others active in advertising are Jas. Barclay & Co., Detroit; Gooderham & Worts, Detroit, and W. A. Taylor & Co., New York. Besides these, there

**W**hen you advertise in The Financial Post, you advertise selectively and effectively. You advertise economically because your message goes where you want it to go . . . without wastage . . . where it counts. You reach, influence and sell Canada's biggest buyers.

The Financial Post

Canada's foremost business newspaper

481 University Avenue, Toronto 2  
 1242 Peel Street, Montreal 2



are a number of distributing and distilling subsidiaries.

The bulk of the corporation's ad expenditures is spent by Hiram Walker Inc. with Canadian Club, Imperial and Walker's De Luxe whiskies being the major brands promoted. In 1957, Hiram Walker Inc. put an added push in its Christmas campaign with a 40% increase in holiday promotion. About 500 newspapers, 12 magazines and outdoor were included in the campaign.

The products of another Walker subsidiary, George Ballantine & Son Ltd., are imported and distributed by 21 Brands Inc., New York.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$ 4,076,145	\$ 2,758,014
Magazines	3,336,949	2,830,088
Business Publications	75,000	62,600
Outdoor	671,442	1,104,376
Total Measured	8,339,536	6,755,078
Total Unmeasured	6,646,464	6,244,922
Estimated Total Expenditure	15,000,000	13,000,000

**HIRAM WALKER INC.**  
(Detroit)

Canadian Club, Imperial, Walker's De Luxe, Hiram Walker's Gin, Ten High, Private Cellar, Twin Seal, Meadow Brook, James & George Stodart scotch, Hiram Walker's Vodka, liqueurs, cordials and ready-to-serve cocktails.

**MARKETING PERSONNEL**

Ross Corbit, president and general sales manager  
Raymond Revit, vp, eastern division, and president of Hiram Walker Distributors Inc., New York  
Jules Kanter, vp and sales manager, Hiram Walker Distributors Inc., New York  
B. H. Sykes, vp, central division, and president of Hiram Walker Distributing Co., Chicago  
Jack Musick, vp and sales manager, Hiram Walker Distributing Co., Chicago  
P. J. Spengler, vp, western division  
H. D. Dols, merchandising manager  
James B. Hareke, monopoly state manager

**Advertising**

Donal J. O'Brien, vp and director of advertising and sales promotion  
J. W. McConnell, assistant advertising manager  
F. L. Fisher, national sales promotion manager  
L. H. Bender, display production manager

**Public Relations**

J. F. Wright, manager of publicity  
Robert P. Young, director of pr for parent company

**ADVERTISING AGENCIES**

C. J. LaRoche & Co., New York—Canadian Club, Walker's Gin, Walker's mixed cocktails and cordials—John S. Graetzer, account executive.  
Foote, Cone & Belding, Chicago—Imperial, Walker's De Luxe, Meadow Brook rye and Hiram Walker vodka—Carl Hertzberg, account supervisor, Ed Seaton, account executive.  
Maxon Inc., Detroit—Ten High bourbon, Hiram Walker's Private Cellar bourbon whisky, Twin Seal bourbon—James G. MacPherson, account executive.

**ADVERTISING EXPENDITURES**

	1957
Newspapers	\$ 3,264,944
Magazines	2,584,240
Outdoor	549,954
Total Measured	6,399,138

**JAS. BARCLAY & CO. LTD.**  
(Detroit)

Corby Reserve, Corby's special selected Canadian whisky, Park Lane, Senator Corby, Royal Canadian whisky; Barclay's London dry gin, Barclay's Bonded and Barclay's bourbon whiskies, Barclay's brandy and Grand Macnish scotch.

**MARKETING PERSONNEL**

Carl Rentschler, president  
Norris Macdonald, vp and sales manager—open states  
Arch Howie, merchandising manager  
**Advertising**  
Leslie S. Gillette, advertising manager and sales promotion manager  
William Renner, assistant advertising and sales promotion manager

**ADVERTISING AGENCY**

Brooke, Smith, French & Dorrance, Detroit—all products—Blount Slade, account supervisor; Owen A. Brady, account executive; Fred Nordsiek, assistant account executive, and Charles Hicks, creative supervisor.

**ADVERTISING EXPENDITURES**

	1957
Newspapers	\$ 648,388
Magazines	183,325
Outdoor	109,920
Total Measured	935,733

**GOODERHAM & WORTS LTD.**  
(Detroit)

William Penn, G&W Seven Star, G&W Five Star blended whisky; G&W Private Stock, Mill Farm, Mountain Ridge

bourbon; Sherbrook bourbon and rye; Wight's Old Reserve bonded straight rye; G&W Special Canadian, G&W "1832" Decanter; G&W gin, Five O'-Clock and John Collins gins; Lauderdale's scotch; Royal Banquet blended scotch type whisky.

**MARKETING PERSONNEL**

Raymond W. Sibbert, president and general sales manager  
Walter Botsford, administrative assistant  
**Advertising**  
A. H. Delsener, advertising and sales promotion manager

**ADVERTISING AGENCY**

Simons-Michelson Co., Detroit—all products—Lawrence Michelson, Richard

Hughes and Leonard Kurland, account executives.

**ADVERTISING EXPENDITURES**

Newspapers	1957
Outdoor	\$ 96,381
Total Measured	2,697
	98,478

**W. A. TAYLOR & CO.**  
(New York)

Old Smuggler scotch, Maraca rum, John Jameson Irish whisky, Drambuie scotch liqueur, Sandeman ports and sherries, Pol Roger champagne, Courvoisier cognac, Booth's House of Lord's and High & Dry gins, and Old Tom gin.

**MARKETING PERSONNEL**

Greg Weddell, president and general manager  
**Advertising**  
L. A. Roden, vp and advertising manager

**ADVERTISING AGENCY**

Charles W. Hoyt Co., New York,—all products—Everett W. Hoyt, account supervisor, William Baumert, account executive.

**ADVERTISING EXPENDITURES**

Newspapers	1957
Magazines	\$ 71,432
Outdoor	709,384
Total Measured	10,371
(Business publication expenditures by	851,187

Fast fotsetter flexibility

**WARWICK TYPOGRAPHERS**  
920 WASHINGTON • ST. LOUIS 1, MO.  
Serving Clients in 43 States

The United States of America has never won a war with professional soldiers.

When the call to arms is sounded, it is answered by the butcher, the baker, the errand boy, the teacher, the advertising executive—the **CITIZEN SOLDIER**.

Now for the first time, a new television series glorifying the heroic exploits of the American soldier has been filmed on actual battle fields in Europe, with the full cooperation of the Department of Defense and the Department of the Army.

Your audience? The more than 22,000,000 **CITIZEN SOLDIERS** of world war I and II and the 170,000,000 relatives and friends—the **CITIZEN BUYERS**.

# CITIZEN SOLDIER

ALREADY SOLD TO SUCH BLUE-CHIP ADVERTISERS AS . . .

Joseph Schlitz Brewing Company • Conoco Oil Company • Midland Federal Savings & Loan Assn.

and in addition . . .

- |                |                   |                   |                     |
|----------------|-------------------|-------------------|---------------------|
| WNBQ Chicago   | WTCN Minneapolis  | KONO San Antonio  | KLZ Denver          |
| WHDH Boston    | WLWI Indianapolis | WTAE Pittsburgh   | KLOR Salt Lake City |
| WISN Milwaukee | WCKT Miami        | WBAL Baltimore    | KOAT Albuquerque    |
| WTIC Hartford  | WFAA Dallas       | WTOP Washington   | KOLD Tucson         |
| KING Seattle   | KELP El Paso      | WBRE Wilkes-Barre | KPHO Phoenix        |
| KXLY Spokane   | KVII Amarillo     | KTTY Los Angeles  | KFRE Fresno         |



**FLAMINGO TELEFILM SALES CO.** 509 Madison Ave., N. Y. C. • MU 8-4800

subsidiary are not available, hence the \$75,000 spent in 1957 does not show up on the subsidiary breakdowns.)

## Johnson & Johnson

Johnson & Johnson, New Brunswick, N. J., the 44th largest national advertiser, invested an estimated \$16,990,900 in 1957 advertising, of which \$8,612,416 was in measured media. This was about the same as 1956 total expenditures, which included \$7,128,175 in measured media. Advertising for the company in 1958 is not expected to exceed \$17,500,000.

J&J's sales picture, which has steadily climbed upwards in the post World War II era, jumped 5.8% in 1957, to a high of \$263,006,305 over sales of \$249,499,185 in 1956. Net earnings in 1957 were \$13,169,085, compared with \$12,946,718 in 1956. Neither year topped the peak profit of \$13,281,000 in 1950.

Sales during 1957 were more than three times greater than in 1945, and far outdistanced 1950's figure of \$164,701,000. Sales by foreign affiliates during 1957 were \$58,042,123, a 17.3% increase over \$49,479,754 in 1956. Foreign net earnings in 1957 were \$3,269,000, up 24.1% from the previous year's \$2,635,000.

Now in its 72nd year, Johnson & Johnson (including its subsidiaries and affiliates) is the world's largest manufacturer and distributor of surgical dressings and a wide variety of related products. Ten new items were added during the past year to the 1,200 products on the company's manufacturing roster, which includes a variety of gauze bandages, adhesives, baby powder, cream oil, adhesive tapes, tooth brushes and diapers.

By modern standards, Johnson & Johnson may not be one of the largest U.S. companies but it rates just below that level. It employs 19,448 people, 13,185 in the U.S. and 6,263 overseas. In the J&J network there are 11 domestic companies and 30 foreign companies. J&J established its first foreign manufacturing facility in Canada in 1919. During 1957 an affiliated company was established in India.

J&J has set up an "extended autonomy" system in its general line division and its seven other divisions. The manufacturer has created what it calls "associated companies" which operate as independent units with their own profit-and-loss statements. The J&J system of decentralization is not the customary "divisionalization" practiced by many companies. J&J has described its setup of associated companies as so many ships at sea, each with a separate captain in full control.

Operating companies report to New Brunswick but only to submit annual forecasts, and they

follow J&J policies governing such areas as labor-management relations, financing, capital investments, etc.

In the past year J&J introduced ten new products. They include Liquiprin, an analgesic for children; Johnson's medicated powder; Band-Aid clear plastic tape; Red Cross improved bandage; Pic A Puf cosmetic cotton; Band-Aid sheer bandage (all Johnson & Johnson); Teen-Age sanitary napkins (Personal Products); Aculute, diagnostic diluent pellets; Rarical Iron-calcium tablets with vitamins, Ortho anti-CDE serum (all Ortho Pharmaceutical).

In a re-alignment of personnel, R. D. Hardesty, former director of market development for new products, was named director of consumer research for general line products merchandising and advertising. F. L. Wideman was appointed director of new products for the new products division, with R. Ballard named assistant director of new products.

Approximately \$2,000,000 of J&J's \$8,612,416 investment in measured media was used by its affiliated companies. The largest single chunk of J&J's total investment—\$3,838,782—was in magazines. Network television accounted for \$2,526,782. Johnson advertised its baby products on the CBS-TV programs "Gary Moore Show" and "Our Miss Brooks" (it also pushed its surgical dressings on the latter); its first aid products and adhesive bandages were promoted on "Robin Hood."

Besides the parent company, Personal Products, Permacer Tape and Chicopee Mills Inc. have the major advertising expenditures in the J&J framework.

Just how these companies were spending their advertising budgets may be illustrated by the following breakdown of media on some of their principal products: J&J's baby products and surgical dressings, \$2,302,132 in network television; J&J's baby shampoo, \$281,528 in general magazines, \$141,170 in farm magazines and \$23,822 newspapers; Modess sanitary napkins (Personal Products Corp.) \$1,142,176 in general magazines and \$325,805 in Sunday magazine sections; Chix and Chux baby products (Chicopee Mills) \$130,812 in general magazines; Permacer industrial tape, \$130,830 in magazines; Texcell cellophane tape, \$128,485 in magazines; Coets cotton squares (Personal Products) \$40,200 in general magazines and \$15,039 in newspapers; Tek toothbrushes (Tek Hughes division) \$23,080 in general magazines, \$51,405 in Sunday magazine sections and \$53,457 in newspapers.

The 1957 spot tv expenditure was \$292,630 with half, or \$150,720, budgeted for J&J baby shampoo, \$70,560 for its surgical

dressings and about \$20,000 each for first aid cream, Band-Aid and baby toiletries.

### ADVERTISING EXPENDITURES

	1957	1956
Newspapers	\$ 902,583	\$ 693,550
Magazines	3,838,782	3,755,992
Farm Publications	373,966	323,436
Business Publications	777,500	706,000
Network Television	2,526,955	1,471,876
Spot Television	292,630	117,330
Total Measured	8,612,416	7,128,175
Total Unmeasured	8,287,484	10,000,000
Estimated Total		
Expenditure	16,900,900	17,128,175

### JOHNSON & JOHNSON

**MARKETING PERSONNEL**  
Robert W. Johnson Jr., exec vp in charge of marketing

**General Line Sales**  
H. M. Poole Jr., vp in charge of general sales line

**General Line Merchandising and Advertising**  
J. E. Burke, director of merchandising and advertising  
I. A. Quackenbush, product group director  
R. A. Dahl, product director, cotton buds, baby gift boxes  
H. L. Farlow, product director, adhesive bandages, supporters, suspensories  
A. L. Gardner, product director, baby shampoo and soap, test product  
A. C. Hofmann, product director, dental goods, elastic stockings  
R. G. Schoel, product director, baby powder, baby oil  
R. B. Thompson, product director, baby cream, baby lotion, medicated powder and prickly heat powder  
W. F. Burchfield, product group director  
R. H. Johnson, product director, Red Cross adhesive tape, Band-Aid plastic tape  
I. M. Kiseberth, product director, Red Cross improved bandage, Red Cross regular bandage, Red Cross Steri-Pad (sterile gauze pads), Red Cross gauze  
A. R. Meares, product director, dental floss, Red Cross cotton, Red Cross cotton balls, rolled cotton  
W. L. Olesen, product director, medicated plaster, first aid cream  
R. J. Shaw, product group director  
C. T. Coyle, product director, Band-Aid adhesive bandages  
R. D. Hardesty, director of consumer research  
K. B. Hawthorne, director of general promotions  
W. E. Sawyer, director of merchandising services  
M. D. Schackner, director of education product director—First Aid Kits

**New Products**  
F. L. Wideman, director of new products  
R. Ballard, assistant director of new products

### HOSPITAL DIVISION

J. D. Lierman, director of hospital division  
T. S. Lynch, director of sales promotion  
W. B. Borsdorff, sales manager, hospital division  
W. R. Blaikie, group product director  
R. G. Litchfield, group product director  
E. D. Baker, product director—underpads, combine pads  
W. M. Boucher, product director—obstetrical products  
H. L. Fleisher, product director—surgical sponges  
R. H. Frese, product director—orthopedic products  
P. T. Rayner, product director—adhesive tapes for hospitals

**ADVERTISING AGENCIES**  
Young & Rubicam, New York—Milford Baker, account supervisor; Baby Powder, Baby Oil, gift boxes, Baby Cream, cotton buds, baby travel kits—George Fitch, account executive; Baby Shampoo, Baby Soap, medicated powder, all test products and daytime tv—Arthur Menadier, account executive; cotton balls, first aid cream, all promotions—Edward Kelly, account executive; first aid kit, Red Cross adhesive, improved bandage, cotton,

gauze, Steri Pads, Tek Hughes combs—Anthony Cangemi, account executive; entire Band-Aid line, nighttime tv—Cliff Smith, account executive.  
N. W. Ayer & Son, New York—elastic goods—Robert C. Alexander, account supervisor; Thomas Switzer, account executive; dental floss—Thomas Watson; account supervisor; William Bortree, account executive; medicated plasters—Thomas Watson, account supervisor; Thomas Switzer, account executive; Band-Aid plastic tape—Thomas Watson, account supervisor; Tristrom Dunn, account executive; Baby Lotion—Robert C. Alexander, account executive, and Thomas Switzer, account supervisor.  
Cummins & Associates, New Brunswick, N.J.—hospital division, bulk sales of surgical dressings—George MacFall, account executive.  
Wesley Aves & Associates, Grand Rapids, Mich.—filter products—K. C. Ring, account executive.

### LEPAGE'S (Sales office—New Brunswick plant—Gloucester, Mass.)

**MARKETING PERSONNEL**  
G. C. Riegger, president  
Fred D. Clark, vp, sales  
John L. Callahan, vp, merchandising  
Ralph W. Vogell, tape group product director  
John F. Cullen, adhesive group product director  
Glenn A. Babcock, promotion director

**ADVERTISING AGENCY**  
Young & Rubicam, New York—LePage's cellophane tape, all purpose tape, plastic tape, cloth tape, LePage's original glue, all purpose glue, household cement, mullage, white paste, contact cement, airplane cement, polystyrene cement, liquid solder, paper cement, wall paper size, wall paper paste, wall paper remover, padding compound, steel wool.

### PERMACEL-LEPAGE'S New Brunswick

**MARKETING PERSONNEL**  
George C. Riegger, president  
George A. Fitzgerald, vp in charge of industrial marketing  
Norman P. Hickok, director of industrial and electrical products  
**Advertising**  
Franklin W. Bartle, manager of industrial advertising

**ADVERTISING AGENCY**  
Aitkin-Kynett Co., Philadelphia—industrial advertising for Permacer tapes—M. E. Goldman, account supervisor; William Thacher Longstreth, account executive.

### CHICOPEE MILLS INC. Sales Division of Chicopee Mfg. Co. New York

**MARKETING PERSONNEL**  
Bart H. Bossidy, vp in charge of planning  
Thomas O. Boucher, vp and general manager of baby products and professional products division  
J. Ferrell Nicholl, vp and general manager of the Lumite division  
John J. Smith, vp and general manager of the non-woven fabrics division

**Sales**  
John Falkenholm, vp and sales manager of the general line division  
Kenneth J. Osgood, sales manager of the baby products division  
J. Frank Pratte, sales manager, non-woven products division  
George B. Bird, sales manager, Lumite division, fabrics  
Harrison W. Brown, sales manager, Lumite division, automotive fabrics  
George H. Day II, vp and sales manager, Lumite division, insect screening

**Advertising**  
Albert C. Van Roden Jr., advertising coordinator, Lumite division  
Robert R. Poggi, product director, woven baby fabrics  
A. M. Kidder, product manager  
Esther Bradish, sales promotion manager, baby products division

### PERSONAL PRODUCTS CORP. Milltown, N.J.

**MARKETING PERSONNEL**  
Frank D. Callahan, vp in charge of marketing  
Thomas E. Batey, sales manager, merchandising and advertising  
J. Jay Hodupp, vp  
Maurice F. Healy, divisional merchandising manager, sanitary products  
Earl G. Tyree, product director, Modess Margaret C. Frampton, product director, Modess belts, Med Tampons  
Robert Halhofer, product director, Serena, Teen-age  
Patricia Gail Morrison, director of education  
Clyde A. Brown, Jr. divisional merchandising manager, special products  
Leo J. Lent, product director, Modess, Tampons  
George Wilder, product director, Coets Michael W. Slagada, product director, Jonny Mop  
Irene M. Sabo, product director, new products

**Advertising**  
J. Jay Hodupp, vp, merchandising and advertising

### ADVERTISING AGENCIES

Young & Rubicam, New York—Modess napkins, Modess belts, Serena, Teen-age—Walter Held, account supervisor; George Goodlett, account executive; Modess Tampons—Robert Lanason, account executive; educational program—Kae MacDonald, account executive.  
Erwin Wasely, Ruthrauff & Ryan, New York—Coets—James B. Briggs, account supervisor; Jonny Mop, Coets—Grant Worrell, account executive.

### TEK HUGHES DIVISION New Brunswick

**MARKETING PERSONNEL**  
C. J. Wibbelsman, president  
Vincent J. Robinson, exec vp and general manager  
Robert McCaffrey, sales manager  
William Tiefenwerth, product director  
Murray Burkund, product director

**ADVERTISING AGENCY**  
Young & Rubicam, New York—Tek tooth brushes, Hughes hair brushes and Tek nylon combs—Milford Baker, account supervisor; Anthony R. Cangemi, account executive.

### ETHICON INC. New Brunswick

**MARKETING PERSONNEL**  
Sales  
T. W. Eckels, director  
**Advertising**  
Edward Henrys, advertising director

**ADVERTISING AGENCY**  
L. W. Frohlich & Co., New York—ethical and medical advertising for sutures, surgical powder, surgical soap, Ethigraft—Charles Lewis, account supervisor.

### ORTHO-PHARMACEUTICAL CORP. Raritan, N.J.

**MARKETING PERSONNEL**  
Foster B. Whitlock, president and general manager  
Wm. J. Haines, vp and director of research  
W. Vincent Abrahamson, vp and director of marketing

**Sales**  
Du Pont Murphey, sales manager  
**Advertising**  
John H. Meyer, director of advertising and sales promotion

**ADVERTISING AGENCY**  
L. W. Frohlich & Co., New York—ethical and medical advertising for contraceptive and therapeutic products, including Ortho-Gynol, Ortho Creme, Ortho White Kit, Aci-Jel, Triple Sulfu Cream, Dienestrol Cream, Masse Cream, Diffusin, Rarical Tablets, Gensercal Cream, Salpix, diagnostic products, Ortho-Preceptin—Julian Farren, account supervisor; F. D. Moorman, account executive.  
Wildrick & Miller Inc., New York—veterinary products division, including Dinovex, bovine semen diluter and special promotions—S. Donald Wildrick, account executive.

### S. C. Johnson & Son

S. C. Johnson & Son, Racine, is the 60th largest national advertiser, with a total expenditure estimated at \$12,500,000 in 1957, including \$6,259,918 in measured media. This compares with a 1956 estimated total of \$12,000,000, including \$5,743,130 in measured media.

Sales of the company, which is privately owned and releases no official figures, are estimated by ADVERTISING AGE to have exceeded \$65,000,000 in 1957, a probable increase of several million over the preceding year. Sales in 1958 are known to be up over 1957. Indications of the company's earning power were the payment of a \$12,500,000 stock dividend out of surplus at the end of 1952, and the reported increase of tangible net worth from \$18,000,000 to \$23,000,000 from June, 1953, to June, 1955.

Johnson, which has been a leader in the wax business for the past 72 years, continued its announced program of expansion and diversification, launching five new products during the first five months of this year. Klear, a new self-polishing floor wax which "never turns yellow," was introduced nationally early in February after a year of test marketing in the New England states. By June 1 it had achieved distribution in 97% of the major food, drug, hardware and department stores in the country and had taken its place along side Glo-Coat, which

### ADVERTISEMENT



TIME IS MONEY. Your sales message in CLOCK SPECTACULARS will have impact on the active-buying New York market. Leading advertisers like Coppertone Sun Tan Lotion, Bayer Aspirin, Ruffino Wine, Foremost Dairies, Don Q Rum, to name a few, are currently

selling the millions of New York subway riders every day through CLOCK SPECTACULARS—the most dramatic way of selling the New York market. Write CLOCK SPECTACULARS, 75 Varick Street, New York 13, N. Y. (CA 6-6800) for the full story.

# BIG WHEELS!

WHERE MORE IS SOLD



NEW YORK

TO SELL MORE

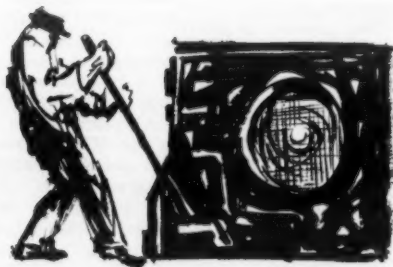


CHICAGO

it's FIRST 3 FIRST



PHILADELPHIA



These 3 huge metropolitan markets are the "Big Wheels" around which the nation's economy revolves, and by adequately pre-selling your product in these "Big Wheel" markets you successfully lay the groundwork for your most profitable national marketing program.

The 3 outstanding city and suburban areas of New York, Chicago and Philadelphia—where giant self-service super markets present a wide selection of national brands to satisfy the mass buying of the heavy-spending millions—account for nearly 1/5 of all U. S. Food and Grocery product sales. In these concentrated, most profitable markets where the family coverage of General

Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute* for FIRST 3 MARKETS' dominant 62% coverage of all families.

Further, in 264 Industrial North and East counties—where 27% of total U. S. families consume over 29% of the nation's grocery product purchases—FIRST 3 MARKETS GROUP delivers an audience of 51% of all the families.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

Circulation nearly six million.

The group with the Sunday Punch



Rotogravure • Colorgravure

New York Sunday News *Coloroto Magazine*

Chicago Sunday Tribune *Magazine*

Philadelphia Sunday Inquirer "*Today*" Magazine

New York 17, N. Y., News Building, 220 East 42nd Street, MURRAY HILL 7-4894 • Chicago 11, Ill., Tribune Tower, SUPERIOR 7-0043  
San Francisco 4, Calif., 155 Montgomery Street, GARFIELD 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Boulevard, DUNKIRK 5-3557

has given the company leadership in the floor wax field for more than a decade.

Pledge, a pressurized furniture polish which gives "waxed beauty instantly as you dust" was introduced in mid-March and in three months was available in 91% of the nation's chains. Sales were spurred by an extensive spot tv campaign and the "largest sampling program in the company's history."

Instant J-Wax, a pressurized auto wax which gives paste wax protection and cleans in one operation, was introduced to the trade last fall. Consumer selling began last spring behind heavy tv advertising. The product is now available in food, hardware and department stores, as well as through automotive stores and TBA's of most major oil companies.

Johnson white wall tire cleaner, introduced along with Instant J-Wax, has followed a similar distribution pattern. A pressurized product, it also is recommended for home use.

Step-Ahead, a new self-polishing floor wax, was specially formulated for heavy duty use in offices, schools, hospitals, banks and similar buildings. The company claims it is a leading seller in this field after six weeks of distribution. The six-month sales quota was achieved in two months.

In 1956 Johnson entered the insecticide field with its House & Garden Raid. It had become the No. 1 aerosol bug killer in sales volume by the end of the year. The line was expanded in 1957 and again early this year with pressurized Roach and Ant killers and the company's share of the market is now "greater than ever." A companion product in the Raid line, "Off!" an insect repellent, in liquid and aerosol form took a dominant position in that field last year and has shown even greater gains this year. The basic formula was developed by the U.S. Department of Agriculture for military use. Johnson was successful in expanding the market extensively into the lawn-party and family use as well as in the traditional outdoor and sports use which others in the field have stressed. Its big competitor in the insect repellent field is Union Carbide Corp.'s 6-12, the long-entrenched leader.

Johnson is a heavy user of television, and currently is believed to be putting about 90% of its budget into that medium. The company has been spending about \$205,000 per show for its advertising on the Steve Allen show.

This fall Johnson will concentrate all of its network tv on CBS, continuing its use of the Red Skelton show, which Johnson has used for three years, and ordering two

additional CBS nighttime programs, "Derringer" and "Dick Powell's Zane Grey Theatre."

The big news on the personnel side was the election last January of Howard M. Packard as president and chief operating officer of Johnson. Mr. Packard, formerly exec vp, succeeded Herbert F. Johnson, who had held the presidency since 1928 and who continues as chairman and chief executive officer.

Raymond W. Carlson, marketing vp since 1950, was elected to the new post of vp of the household products division. Samuel C. Johnson, new products chief since 1955, was made service products division vp. The household products division makes household, automotive and garden items, while the service division produces maintenance and industrial products and chemical specialties.

Table with 2 columns: Advertising Expenditures (1957, 1956) and Advertising and Merchandising Personnel (Household Products Division).

- Advertising Agencies: Benton & Bowles, Electric Polisher and Scrubber, Johnson's Paste Wax, Pledge, Glade, David Crane, account supervisor; Fred Parnell, John Weaver, Ben Davis, account executives.

- Marketing Personnel: E. M. (Mard) Leaver, president of Kellogg Sales Co. and vp in charge of marketing of Kellogg Co.

Kellogg Co.

Kellogg Co., Battle Creek, the country's 39th largest advertiser, invested an estimated \$18,000,000 in advertising during 1957, the same amount it spent in 1956. Of the amount it spent in 1957, \$14,586,074 was in measured media,

compared with \$14,211,806 in measured media in 1956.

Although Kellogg spent more in newspapers and network television in 1957 it made a major cut in its spot television budget. Spot television spending was cut back from \$4,810,530 in 1956 to \$2,829,510 in 1957.

Kellogg's net sales in 1957 were \$213,237,548, topping its record sales of \$201,674,678 in 1956 by 6%. Net earnings after taxes in 1957 were \$17,082,209, or \$3.76 per common share of common stock and 13% higher than 1956 net earnings of \$15,079,734, or \$3.30 a share.

Sales for 1958 promise to equal or top last year's record. For the first five months of 1958 Kellogg's sales were up 2% over last year's comparable figure and net earnings from world-wide operations increased 4% for the same period, president Lyle C. Roll told the New York Society of Security Analysts.

The company continued its expansion during 1957 by beginning construction on a new manufacturing plant in Memphis. This will be the company's fifth plant in the U. S. and the 15th in the world.

Kellogg processes some 635,000,000 lbs. of cereal annually in its worldwide operation. While cereals constitute 90% of its business, it also markets Gold Medal macaroni and spaghetti, chiefly in the southern states, and Gro-Pup dog food and other animal feeds.

Like all cereal companies, Kellogg depends heavily on advertising to maintain its profit. In the same speech before the security analysts, its president said: "In such a business as ours, where grain by the million pounds has to be processed daily to arrive at operational efficiency—the marketing objective is to keep the stream of goods moving off the grocers' shelves and into the hands of consumers every day in the year. The decision to buy, or not to buy, Kellogg products is made millions of times each day by millions of people in thousands of stores. If these millions are not continually reminded and persuaded to buy Kellogg products, volume falls off and unit-costs increase. We believe the best way to trigger impulse motivation at the point of purchase, on a large scale, is to advertise both aggressively and consistently in as many markets as we can afford."

An important aspect of the business is the development of new product lines. How important this can be is reflected in the fact that 35% of Kellogg's sales dollar last year was brought in by products introduced since 1950.

Its latest new product is "Special K," a high-protein ready-to-eat

breakfast food. This product was introduced into Canada early last year where it has received acceptance parallel to that it has in the U. S., according to the company's annual report.

Several major shifts have taken place in Kellogg's advertising program in the last year. In mid-1957 the company announced it was drastically reducing its use of in-package premiums in its cereals, maintaining the premiums did not necessarily make loyal users out of tots who switched cereals with each new premium and was wasted to a great extent on adults who bought these packages. Prior to this move Kellogg's use of in-package premiums were estimated by some trade sources to run around \$3,000,000 a year.

Earlier this year Kellogg announced it was pulling out of some network television (chiefly children's shows over ABC) and switching its tv advertising to spot placements. This meant that Kellogg would place about four shows in 170 markets at a cost of about \$7,000,000. The four shows to be placed are "Woody Woodpecker," "Wild Bill Hickok," "Superman," and "Huckleberry Hound." Reportedly, placing these shows on a spot basis will cost Kellogg \$1,000,000 more than via a network, but the company feels it is worth it in order to have greater flexibility in its choice of markets, times and stations.

Kellogg continues to be the country's largest maker of packaged dry cereals, with about 46% of the total market. Corn Flakes are the biggest selling item in Kellogg's lineup, accounting for about one-third of sales.

General Foods is the second largest marketer of dry cereals (about a fourth of the market) and General Mills third, with about 19%.

Table with 2 columns: Advertising Expenditures (1957, 1956) and Marketing Personnel.

- Marketing Personnel: E. M. (Mard) Leaver, president of Kellogg Sales Co. and vp in charge of marketing of Kellogg Co.

- Sales: C. A. Tornabene, general sales manager; K. E. Englert, assistant to general sales manager; D. L. Evans, assistant to general sales manager; H. L. Green, assistant to general sales manager; H. O. Kuhl, assistant to general sales manager; H. G. Crosby, director of market research; R. A. McNicol, vp in charge of institution sales; H. F. Muntz, vp in charge of international sales; J. E. Lonning, assistant to vp in charge of international sales; L. C. Borsum, sales manager, feed division; L. G. Buchanan, sales coordinator; W. E. LaMothe, product development coordinator.

- Advertising Agencies: Leo Burnett Co., Chicago—All products in U. S. and Canada—Roy S. Lang, account supervisor; Paul Harper ("Special K," Shredded Wheat, Corn Soya, Pep); Dale Nolan (marketing supervisor and Canadian supervisor); Robert Spaeth (Corn Flakes); Tom Connolly (pre-sweets, Variety, Handi-Pak); William Seymour (All-Bran, Raisin Bran, Bran Flakes); Dan Scully (Rice Krispies, Gro-Pup, restaurant and institutional), account executives. Also, Ted Hudson (all Kellogg in Canada) and George Turner (merchandising manager (both in Toronto)).

Kimberly-Clark Corp.

Kimberly-Clark Corp., Neenah, Wis., is the nation's 91st largest advertiser, with a total 1957 expenditure estimated by ADVERTISING AGE at \$7,200,000, of which \$5,634,604 was spent in measured media. This compared with a 1956 estimate of \$7,300,000 including \$5,903,409 in measured media.

The corporation's sales for the fiscal year ending April 30, 1958, were \$333,120,227, a 7% gain over fiscal 1957. Earnings on common stock were \$24,357,161. The previous year's sales were \$310,733,968 and earnings, \$24,802,669.

Early this year K-C's various sales divisions were consolidated into a single marketing division as an expedient to planning, promotion and selling activity. L. E. Phenner heads this division as marketing vp. Within the division are two departments, the consumer product sales department and the industrial and specialty sales department, through which all K-C products are marketed.

The consumer products on which the major portion of K-C's budget is spent, are: Kleenex tissues (leader in its market, followed by Scott tissues), Kleenex table napkins and Kleenex towels, Kotex feminine napkins (strong leader in its market, followed by Modess), the newly marketed Fems feminine napkins, Fibs tampons (which rank third in the market, behind Tampax and Modess), Delsey toilet tissues (about even with Soft-Weve in leadership of the two-ply toilet tissue field), Marvalon coverings, an adhesive decorative paper product, Duo-Dustin dusting paper and Silver Sheets polishing paper.

The industrial and specialty products are: coated and uncoated book papers for printing and periodical publishing, business and technical papers, Kimpak interior packaging, Kimwipes industrial wipers, Kimpreg plastic surfacing, Litho Wipes plate processing towels, Mat Pak stereotype backing, meat and poultry pads, Texoprint plastic printing paper, Additive-A—a clay conditioner—and Sanek towels, tissue strips and beauty pads.

K-C's Fems feminine napkins, introduced last September, achieved national distribution in January of this year. At about the same time Kotex was put out in a redesigned package, accompanied by a heavy magazine and Sunday supplement ad campaign.

Also new is the addition of aqua to the Kleenex tissues line. Blue and green, meanwhile, have been dropped from the Delsey color lineup. Also, a new Super Sanek towel has been introduced for the barber and beauty trade, and a new type of compressed Kimpak interior packaging has been marketed, along with Additive-A, a clay conditioner for the brick and ceramic industry.

The corporation continues to be a major investor in magazines, Sunday supplements and network tv. It has renewed its sponsorship of "Perry Como Show" (NBC-TV) and "Playhouse 90" (CBS) for the 1958-59 season. The programs will back Kleenex tissues and table napkins and Delsey toilet tissues.

Sales promotion by the consumer products sales department stresses couponing programs, elaborate in-store displays, plus special incentives and premium offers. The industrial and specialty sales department places major emphasis on promotional material for its distributor organizations' use with customers, for convention and exhibit participation. The industrial products advertising is carried mainly in appropriate business publications.

PONTIAC, MICHIGAN FIRST IN SALES PER HOUSEHOLD among top cities of Michigan! \$7,627 92% Above U.S. Average. Sales per household averages: PONTIAC Michigan U.S. Food 1,821 1,077 948 Drug 262 175 126 Gen'l Mdse. 1,222 481 421. PONTIAC PRESS NET PAID 59,040 74 OUT OF 100 PRESS HOMES TAKE NO OTHER DAILY NEWSPAPER

Major K-C corporate developments of the past year include the purchase of 35% of the capital stock of Irving Pulp & Paper Ltd., St. John, N. B., Canada, and the leasing and expansion of new converting facilities at St. Hyacinthe, Que., to produce consumer products for eastern Canada. In the U. S., meanwhile, production of Kleenex products and Delsey tissues was begun at a new plant in New Milford, Conn.

Overseas, K-C has reached an agreement with Unilever N. V., Rotterdam, Holland, and Aschaffenburg Zellstoffwerke A. G., Aschaffenburg, West Germany, for the establishment of a new creped wadding plant in Stockstadt, West Germany. Production of Kleenex at this plant began last December.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 816,473	\$ 1,066,250
Magazines	1,232,230	2,012,916
Farm Publications	4,140	4,140
Business Publications	480,300	449,200
Network Television	2,346,917	1,273,706
Spot Television	641,220	966,700
Outdoor	97,464	100,542
Total Measured	5,634,004	5,903,409
Estimated Un-measured	1,565,396	1,396,591
Estimated Total Expenditure	7,200,000	7,300,000

- MARKETING PERSONNEL**  
Marketing Division
- L. E. Phenner, marketing vp
  - A. G. Sharp, sales vp
- Consumer Products Sales Department**  
Sales
- W. J. French, general sales manager
  - W. W. Cross, assistant general sales manager
- Marketing and Advertising**
- E. A. Olson, general manager, consumer products marketing services
  - H. J. Sheerin, products manager; brand manager, Kleenex towels, Fems feminine napkins
  - J. W. Arnold, sales promotion manager
  - J. B. Williams, brand manager, Kleenex tissues
  - R. W. Ebert, brand manager, Kotex feminine napkins, Delsey bathroom tissue
  - P. A. Leekley, brand manager, Kleenex table napkins
  - J. S. Sensenbrenner, brand manager, Kotex accessories
  - R. S. Pauli, brand manager

- ADVERTISING AGENCIES**
- Foote, Cone & Belding, Chicago—all products except Fems and Neenah Paper Co. products—R. J. Koretz, management representative; J. J. Hussey, Kleenex towels account supervisor; D. R. Cunningham, account executive on Kotex napkins and belts, and Delsey tissues; G. L. DeBeer, Kleenex tissues and table napkins account executive, and J. S. Doyle, account executive on all products of the industrial and specialties sales department.
- Doherty, Clifford, Steers & Shenfield, New York—Fems feminine napkins—D. K. Clifford, management representative; H. M. Ireland, account executive; R. E. Timmerman, account executive on Fems. Burnet-Kuhn Advertising Co., Chicago—all Neenah Paper Co. products—R. R. Parker, account executive.

- Industrial and Specialty Sales Department**  
Sales
- W. B. Meyer, general sales manager, Paper Products
  - A. Croxson, sales manager, Specialty Products
- Marketing and Advertising**
- J. B. Catlin, general manager, marketing research and industrial and specialty marketing services
  - C. E. Noble, manager, consumer marketing research
  - R. B. Sawtell, manager, industrial and specialty market research and product planning
  - R. A. Brabbee, manager, industrial and specialty advertising and sales promotion
  - L. I. Landrum, advertising and promotion supervisor, printing papers
  - H. U. Hoffman, advertising and promotion supervisor, business papers and Texoprint plastic printing paper
  - S. L. Swenson, advertising and promotion supervisor, industrial wadding products
  - H. J. Hackbarth, advertising and promotion supervisor, household products
  - R. L. Mayotte, advertising and promotion supervisor, service products

**Lever Bros. Co.**

Lever Bros. Co., New York, became the nation's 5th largest advertiser in 1957 when it increased its expenditures by one-third to an estimated total of \$80,000,000, of which \$36,833,000 was spent in measured media. In 1956, when Lever ranked as No. 7 advertiser, expenditures were

estimated at \$60,100,000, of which \$24,837,000 was spent in measured media.

Every medium shared in the additional outlays. Lever re-entered the outdoor medium in 1957 with poster support for Stripe toothpaste. It had not used outdoor for several years.

Expenditures in television, the company's No. 1 medium, were up sharply, as Lever money went behind more than a dozen network shows. Tv time charges alone exceeded the \$20,000,000 mark.

The company also sponsored 10 network radio programs.

Newspaper expenditures increased sharply also, moving from \$7,905,000 to \$12,574,000, and the investment in magazine advertising more than doubled, going from \$1,424,000 to \$3,521,000.

Lever's parent company—the Anglo-Dutch combine, Unilever Ltd.—is the world's largest advertiser. Lord Heyworth, chairman of Unilever, revealed last April, in his annual report, that worldwide expenditures for advertising totaled \$232,400,000 in 1957—of which nearly half, he said, was spent in North America (U.S., Canada and Mexico). This figure includes expenditures by other Unilever-owned companies, such as Thomas J. Lipton Inc. ADVERTISING AGE's figure covers only Lever Bros. activities in the U.S.

Lever Bros. this year made public, for the first time, a balance sheet. It showed a sales volume of \$345,600,000 in 1957; this was reported as "an all-time high." On this volume, Lever earned \$5,900,000. AA estimated Lever's 1956 volume at \$275,000,000.

The report pointed up what many suspected: Lever business is booming. It showed, among other things, that the company now outsells Colgate-Palmolive in the U.S. New products, vigorously promoted, have spurred Lever's market gains. Lord Heyworth pointed out that 61% of the American company's turnover now comes from products introduced during the past six years.

Three new products—Wisk, Dove and Imperial—were marketed nationally in 1957, and three more new products—Stripe, Praise and Lucky Whip—are moving into national distribution this year.

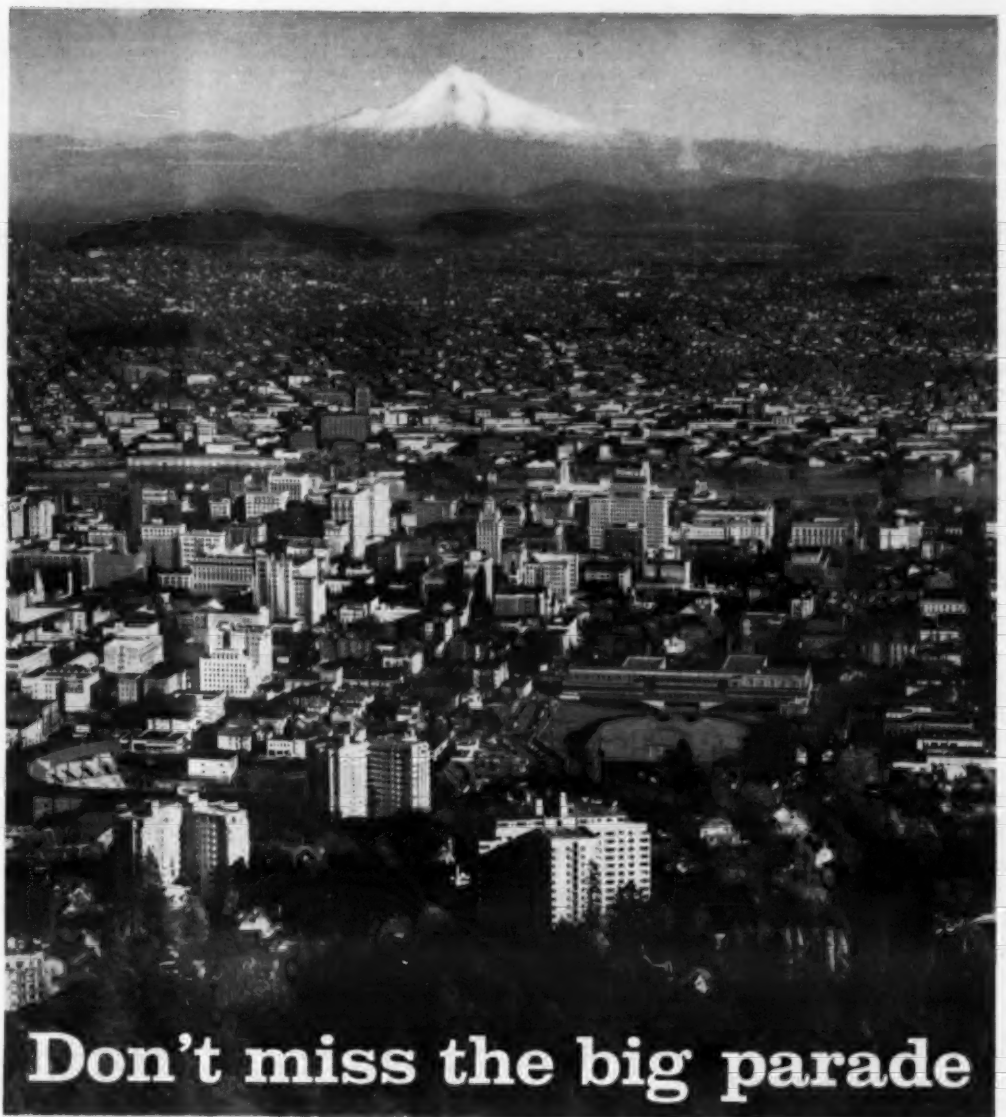
Lever now does about 20% of the detergent business in the American market and 71% of its detergent sales comes from products brought out since 1951.

With its two advertised brands, Imperial and Good Luck, and its private label output, Lever has become the largest manufacturer of margarine in the nation. Its food line is growing and the company remains a strong factor in the toothpaste business.

Marketing highlights of the year follow.

**Lever Division**—The three Lux brands—Lux flakes, Lux liquid and Lux toilet soap—received an estimated \$15,000,000 of advertising support in 1957. Each is a leader in its field. Lux flakes remains the top-selling washing agent for fine fabrics; Lux liquid is the leading light-duty liquid detergent, ranking No. 1 as a washing agent for dishes; Lux toilet soap, now available in pastel colors, is the leading face-and-hands soap, gaining first place in 17 out of 22 markets covered in the 1958 "Consolidated Consumer Analysis."

Coming up fast is Wisk, the only heavy-duty liquid detergent in national distribution. Wisk carried a plus-\$5,000,000 budget in 1957 and is moving up in the household laundry market, where it ranks sixth, although its share-of-market is still below 5%.



**Don't miss the big parade in Portland, Oregon**

They do a lot of log rolling in Portland—but you ought to see the *bank rolling!* This handsome fresh water port city is thriving.

Let's look at sales. Since World War II, Portland's merchants have racked up a 73.8% increase at retail. Sales are growing at the rate of \$55 million a year.

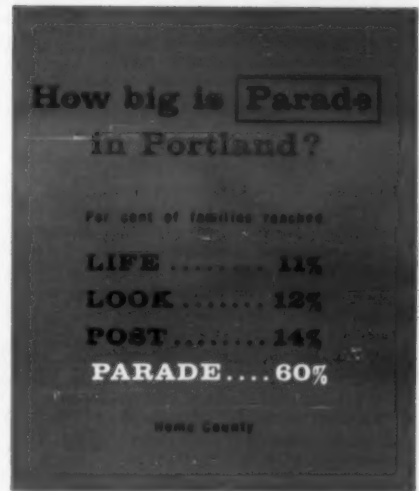
Portland's population is on the rise, too. People are coming here because industry has. The 1954 Census of Manufacturers, for example, lists some 1799 companies in the Portland area that manufacture not only the traditional lumber products, but textiles, metals, chemicals—even dog food. And Portland's modern port facilities, its railroads, highways and airlines keep goods moving—and fast.

A big reason for Portland's prosperity is power—hydro-electric power. 40% of the entire nation's power potential lies in the nearby Columbia River (there are more than 130 power dams in the area). That means low-cost electricity—a tremendous lure for business and families.

Indeed, Portland is rich. And it's a great place to live and work, too. Ideal climate and breathtaking geography have made it a major vacation and sports center. Let's face it—Portland's got just about everything!

Now is a good time to increase your share of sales in this growing market. The Portland Oregonian and PARADE can help you. Each Sunday they call on three out of every five homes in the county. Each Monday they begin to move goods off dealers' shelves.

**PARADE... The syndicated magazine section of 59 fine newspapers covering some 2900 markets... with more than 16 million readers every week.**



Represented nationally by Moloney, Regan & Schmitt, Inc.

Lever bought its way into first place in the low-sudsing detergent field in 1957 when it acquired all from Monsanto Chemical Co., but the Department of Justice is now challenging this purchase as a violation of the anti-trust laws. More than \$5,000,000 of advertising went behind all in 1957.

Lever has never had much success with its powdered detergents—Surf, Rinsso Blue, Breeze and Silver Dust Blue—and they still hold low market positions. One change in 1957 was increased backing for both Breeze and Silver Dust Blue. Lever put nearly \$1,000,000 into newspapers to promote Breeze.

This division now has three products in test markets: Hum, a controlled-suds liquid detergent; Gayla, a translucent toilet soap; and Handy Andy, an all-purpose liquid detergent.

Praise, a deodorant bar, has emerged from the test stage and will be in national distribution by next year.

• **Food Division**—Imperial, a margarine with a small butter content, was introduced in 1956 and national distribution was completed in 1957. It had a heavy budget, with \$1,600,000 in newspapers and \$1,300,000 in spot tv. It has taken the No. 4 slot from Lever's other brand, Good Luck. In several markets—Chicago and New York, for example—it outsells all other margarines.

Spry, Lever's shortening, was not heavily promoted in 1957 and continues to run a poor second to P&G's Crisco.

Lucky Whip, a dessert topping packed in a pressurized container, has been test-marketed successfully and will be in national distribution before long.

• **Pepsodent Division**—Dove, a detergent bar, was marketed nationally in 1957 and may have been the most heavily-promoted single product in the Lever stable. Including extensive sampling (some 1,000,000 bars were handed out to New York families), the promotion budget was in the neighborhood of \$10,000,000.

For a new product—and an expensive one at that—Dove has done remarkably well in the market. The 1958 "Consolidated Consumer Analysis" shows that it ranks fifth, right behind Dial, as a face-and-hands cleanser and seventh, right behind Camay, as a bath "soap."

Pepsodent, making a strong comeback, got more than \$2,000,000 of advertising support in 1957 and is now jostling for third place in the toothpaste market—behind front-runners Colgate and Gleem. Its share of market is estimated at 12%.

Stripe, a toothpaste which comes out of the tube striped like a peppermint stick, is another new product which is out of the test stage.

National distribution will be completed before the year is out.

Lever diversified further this year when it acquired Air-Wick, an air deodorizer, from Seaman Bros. The advertising was assigned to Foote, Cone & Belding.

Two agency changes were made in 1957. Breeze was shifted from Batten, Barton, Durstine & Osborn to Sullivan, Stauffer, Colwell & Bayles, and Swan soap was moved from BBDO to Needham, Louis & Broby, the all agency.

Thomas S. Carroll, formerly marketing manager of Colgate-Palmolive's household products division, joined Lever early this year as general manager of marketing services.

• In the food division, Robert G. McDonald, formerly merchandising manager, was appointed general manager, succeeding Robert G. Spears, who was named a vp of the company, with staff responsibilities for long-range planning in the food field.

Arch West, formerly with Young & Rubicam, replaced Mr. McDonald as merchandising manager.

• In the Pepsodent division, Herbert Shayne returned from Hudson Pulp & Paper Corp. to become product manager on Dove.

Product manager assignments have been shifted extensively in the past year, with the positions apparently being rotated. Few of the product managers are working today on the same brand they had a year ago.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$12,574,000	\$ 7,995,000
Magazines	3,521,000	1,424,000
Network Television	14,675,000	9,980,000
Spot Television	5,984,000	5,528,000
Outdoor	75,000	
<b>Total Measured</b>	<b>36,833,000</b>	<b>24,837,000</b>
<b>Total Unmeasured</b>	<b>48,167,000</b>	<b>35,263,000</b>
<b>Estimated Total Expenditure</b>	<b>85,000,000</b>	<b>60,100,000</b>

**MARKETING PERSONNEL**

Henry Schachte, advertising vp  
 Ambrose J. Addis, assistant to the advertising vp  
 Thomas S. Carroll, general manager, marketing services  
 A. R. Graustein, Jr., marketing research director  
 Robert M. Prentice, manager, marketing information  
 Samuel Thurm, general manager, advertising services  
 Anton W. Bondy, media manager, print  
 Howard Eaton, media manager, broadcast  
 Richard E. Dube, broadcast production manager  
 Jack Doran, promotion services director  
 J. E. Drew, public relations director  
 Raymond F. Underwood, sales development director  
 Lee R. Fevcar, packaging manager

**LEVER DIVISION**

W. N. Burding, marketing vp  
 Fred A. Platten, staff assistant to W. N. Burding  
 Hugh R. Conklin, general sales manager  
 William W. Prout, merchandising manager, package soaps and detergents  
 Richard E. Baizer, merchandising manager, toilet soaps  
 George Beyer, Jr., product manager  
 David Bland, product manager  
 Robert J. Buck, product manager

George F. Cech, product manager  
 James H. Dickey, product manager  
 James R. Edmiston, product manager  
 James G. Gammel, product manager  
 James J. Kelley, product manager  
 Joseph R. Larson, product manager  
 Stanley Lewis, product manager  
 John L. Parker, Jr., product manager  
 Otto A. Ritzmann, Jr., product manager  
 William H. Scully, product manager

**FOODS DIVISION**

Robert McDonald, general manager  
 John R. Fristos, general sales manager  
 Arch C. West, merchandising manager  
 Thomas E. Drohan, product manager  
 Charles C. McNaull, product manager  
 Charles E. Palmer, product manager

**PEPSODENT DIVISION**

T. E. Hicks, marketing vp  
 Pat Finch, general sales manager  
 William K. Eastham, merchandising manager  
 David E. Burge, product manager  
 Elwood F. Ramsey, product manager  
 Herbert M. Shayne, product manager  
 Bobb M. Slattery, product manager  
 John K. Verden, product manager

**INDUSTRIAL DIVISION**

John L. Parry, general manager

**ARMED FORCES & FOREIGN DIVISION**

Donald G. C. Thomas, general manager

**ADVERTISING AGENCIES**

J. Walter Thompson Co., New York—Rinsso, Rinsso Blue, Lux Liquid, Lux Flakes, Lux toilet soap, Stripe—Kennett W. Hinks, management supervisor; George Richardson, Standish W. Marsh, Philip Mygatt and Everett Bradley, account executives; J. Cobb, W. Fothergill, R. Carman, and W. Roberts, representatives.  
 Batten, Barton, Durstine & Osborn, New York—Surf, Wisk, Gayla—Carroll Newton, management supervisor; Stephen Bell, John Hoagland and Roland Cramer, account supervisors; C. Partington and D. Proctor, account executives.  
 Foote, Cone & Belding, New York—Imperial, Pepsodent products, Air-Wick—Rolland V. Taylor, management representative; William E. Chambers, A. J. Becker and Leo Rosenberg, account supervisors; George G. Milliken, W. H. Bamberick, and Edward Gottlieb, account executives.  
 Ogilvy, Benson & Mather, New York—Good Luck, Lucky Whip, Dove—Esty Stowell, management supervisor; James Heekin and Paul Caravatt, account supervisors; Charles Fredericks and Robert Higgins, account executives.

Kenyon & Eckhardt, New York—Praise, Spry products, Handy Andy—W. Lewis, management supervisor; D. Griffith, account supervisor; P. Hinerfeld, A. Lawton and F. Fucito, account executives.  
 Sullivan, Stauffer, Colwell & Bayles, New York—Silver Dust, Breeze, Lifebuoy, Hum—S. H. Bayles, management supervisor; A. E. Hanser, account supervisor; J. P. Hardie, D. Gill, E. Dooley, and H. Hagedorn, account executives.  
 Needham, Louis and Broby, Chicago—all products, Swan, Liquid Swan—F. Winslow Stetson, Jr., management representative; Granger F. Kenly and James L. Isham, account supervisors; Max G. Kocour, Bradley Roberts and Thomas F. Mullins, account executives.  
 G. M. Bastford, New York—Industrial Division—Cliff Fulton, account supervisor.

National Export Advertising Service, New York—Armed Forces & Foreign—Thomas Hughes, account supervisor.

**Liebmann Breweries**

Liebmann Breweries, Brooklyn, N.Y., the 85th largest national advertiser, spent an estimated \$8,253,115 in advertising during 1957, of which \$4,753,115 was in measured media. This compares with an estimated total of \$7,500,000 in

1956, of which \$4,031,176 was in measured media.

The privately-held company, established in 1837 and still controlled by descendants of the founder, S. Liebmann, has not published a financial statement recently, but sales in 1957 reportedly were about \$100,000,000.

■ The company is ranked as seventh among the 25 leading brewers in the U.S., by the Research Co. of America, with sales in 1957 of 2,966,000 barrels, compared with 2,882,000 barrels in 1956, but a company spokesman said the figures are conservative. He estimated 1957 sales in excess of 3,100,000 barrels, and predicted that 1958 barrelage will be about the same. Liebmann's peak year, brewery statistics show, was 1954 when sales hit 3,410,000 barrels. Liebmann's Rheingold lager beer continues to rank as the No. 1 seller in the New York metropolitan area. It sells throughout most of the Middle Atlantic states. As of Feb. 1 it had established distribution throughout Massachusetts and Rhode Island. It also markets McSorley's ale in most of its eastern territories.

■ Last year, Liebmann sold its Los Angeles brewery to Theodore Hamm Brewing Co., St. Paul, Minn., but still retains the California Brewing Co. in San Francisco. However, that branch is not currently brewing beer but is manufacturing yeast for West Coast commercial and agricultural users.

Liebmann during 1957 continued as a heavy user of newspaper, outdoor and spot television. Local syndicated television shows accounted for well over \$600,000 during the year. Its "Code Three" was dropped in May and immediately replaced with "State Trooper" on MCA-TV film.

The brewery is currently using all New York newspapers once a week, plus 68 dailies weekly in New Jersey, Connecticut and Massachusetts. It also uses the *New York Daily News* and the *New York Daily Mirror* in a continuing campaign in four colors in the Sunday supplements in both newspapers. Its annual Miss Rheingold contest continues to be featured each Spring, with heavy emphasis on point-of-sale displays.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$ 2,644,468	\$ 2,085,240
Magazines	396,937	267,614
Spot Television	957,780	748,660
Outdoor	1,133,935	940,602
<b>Total Measured</b>	<b>4,733,115</b>	<b>4,031,176</b>
<b>Total Unmeasured</b>	<b>3,500,000</b>	<b>3,468,824</b>
(Includes spot radio, display and talent)		
<b>Estimated Total Expenditure</b>	<b>8,233,115</b>	<b>7,500,000</b>

**SALES**

Frank Gottlieb, sales vp  
 Thomas Liebmann, vp  
 Al Moore, vp  
 Theodore Grunek, assistant to the sales vp  
 John Liebmann, assistant vp  
 James Jackler, assistant vp  
 Walter Huelster, assistant vp

**ADVERTISING**

Philip Liebmann, president  
 William L. Dye, advertising manager  
 Walter Liebmann III, assistant advertising manager  
 Alfred Grau, display manager  
 Wayne Dotson, sales promotion manager

**ADVERTISING AGENCY**

Foote, Cone & Belding, New York—Frank E. Delano, management representative; William C. Matthews, account supervisor; Robert Weenolzen, tv account executive; William Balancio, print account executive; William Scollon, account executive, Massachusetts.

**Liggett & Myers Tobacco Co.**

Liggett & Myers Tobacco Co., New York, the nation's 21st largest advertiser, invested an estimated \$25,000,000 in advertising in 1957, of which \$17,362,145 was in measured media. The 1956 appropriation was estimated at \$22,000,000, of which \$16,115,843 was

in measured media. Ad expenditures for 1958 are believed to be ranging around the \$25,000,000 figure.

The company's sales climbed to \$570,384,860 in 1957 for a net after taxes of \$28,273,607. This compares with sales of \$564,965,808 and a net of \$26,450,750 in 1956.

Sales were off somewhat for the first quarter of 1958, with a total of \$124,070,000, against \$132,512,000 for the corresponding period a year ago. However, the net after taxes was higher at an estimated \$6,004,000, against \$5,426,000 for the first quarter of '57.

■ Liggett & Myers helped to add to the already crowded cigaret shelves with the introduction of the new filter menthol brand, Oasis, in Los Angeles in May, 1957. By July the cigaret with the "menthol mist" was in national distribution. In the fall the "Big O" got its own tv show, "Club Oasis," a variety half-hour on NBC.

And like the other cigaret manufacturers, this company was busy re-packaging its products to catch the eyes of the "something-new" minded public. L&M filters were offered in a crush proof box as well as in king-size and regular packs, both Chesterfield and L&M got new carton designs.

■ Liggett & Myers placed third in *Business Week's* rankings of the domestic cigaret sales, but its share has been declining slowly but steadily in the past few years. The company's share of the markets standings: 1957, 13.5%; 1956, 14.8%; 1955, 15.6%, and 1954, 16.3%.

The 1957 losses were in the non-filter brands. Chesterfield was down 19%. L&M filters, on the other hand, ranked seventh in sales and were up nearly 25%.

■ In mid-1958 Liggett & Myers started blasting out on radio and tv with the kind of hard sell that was reminiscent of another era. These announcements began with the loud-voiced announcer, who intones: "They said it couldn't be done." This, as an introduction, to the latest claims for the L&M filter.

Network tv continues to be the biggest card in the Liggett & Myers' advertising hand. And the company is back bigger than ever for the 1958-59 season despite the disappointing box office record of some of its attractions in the 1957-58 season.

■ Frank Sinatra, who is flying high in movies and records again, looked like a sure thing when he agreed to do a weekly tv series. He opened strong, but then bogged down into some low-rating dramas. Mr. S. has decided not to appear on tv regularly this year.

Also lopped off the schedule, as of the spring of '58, were "Club Oasis" and "Dragnet."

Renewals were approved for alternate weeks on "Gunsmoke," the top-rating western, and for Eddie Fisher. And the company signed four new NBC shows—"Behind Closed Doors," the "Ed Wynn Show," "Brains & Brawn" and "Steve Canyon." All will be alternately sponsored except the quizzer, "Brains & Brawn." A repeat performance has been booked for the 90-minute color film, "The Pied Piper."

The budget appears to be relatively evenly divided among the three cigaret brands, with Oasis perhaps getting somewhat less money than L&M and Chesterfield.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$ 2,763,668	\$ 1,755,772
Magazines	2,415,264	2,175,057
Network Television	8,181,373	7,786,114
Spot Television	4,001,840	4,000,900
<b>Total Measured</b>	<b>17,362,145</b>	<b>16,115,843</b>
<b>Total Unmeasured</b>	<b>7,937,854</b>	<b>5,984,157</b>
<b>Estimated Total Expenditure</b>	<b>25,000,000</b>	<b>22,000,000</b>

YOUR influence is **BEST\***

in the all new

E R A

IMPROVEMENT ERA Magazine

\*In Utah alone the Era circulation is 118% greater than Life Magazine, 193% greater than Better Homes and Gardens, and 483% greater than Time Magazine.

Advertising offices: Townsend, Millsap Co., 110 Sutter St., San Francisco, Calif.; Townsend, Millsap Co., 159 Vermont Ave., Los Angeles, Calif.; Tyler Sangston Co., 342 Madison Ave., New York; Davis and Sons, 30 North LaSalle St., Chicago, Ill.; Veril F. Scott, Advertising Director, 50 N. Main St., Salt Lake City, Utah.

# BUSINESS IS GOOD IN NEBRASKA!

If you're looking for sales you'll find  
them in Omaha and Nebraska

## OMAHA

\*Ranks among top ten cities in business activity for second straight month.

\*In metropolitan area alone, a \$200-million construction year is creating 3000 new jobs.

## NEBRASKA

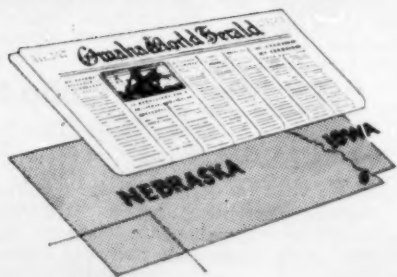
\*Farm income is 35% higher in first quarter of this year as compared with same period a year ago. The largest increase of any state.

\*New car sales are up 5.4% in first six months of 1958 over the same period last year.

\*Nebraska leads in its five state area for department store sales gains for first six months of 1958.

Let the Omaha World-Herald help you sell this going, growing market.  
It's the one medium that covers all of Nebraska and Western Iowa.

# Omaha World-Herald



248,725 Daily

261,195 Sunday

ABC Publishers' Statement, Six Months Ending March 31, 1958

O'Mara & Ormsbee, Inc., National Representatives  
New York • Chicago • Detroit • Los Angeles • San Francisco

**MARKETING PERSONNEL**  
W. B. Lewis Jr., sales vp  
Advertising  
L. W. Bruff, advertising director  
E. W. Kyritz, assistant to advertising director  
H. D. Robinson Jr., assistant to advertising director

**ADVERTISING AGENCIES**  
McCann-Erickson, New York—Chesterfield and Oasis, C. Terence Clynne, Senior vp, Steve Aubrey, account supervisor; James E. Kleid, account executive.  
Dancer-Fitzgerald-Sample, New York—L&M filters—Clifford L. Fitzgerald, account supervisor; F. T. Leighty, account executive.

**P. Lorillard Co.**

P. Lorillard Co., New York, the nation's oldest tobacco company, was the 30th largest advertiser in 1957 with estimated expenditures of \$21,500,000 (including \$12,537,000 in measured media), up substantially from the 1956 total of \$14,800,000, of which \$9,873,000 was measured.

Television was again the company's No. 1 medium, accounting for more than half of the total ad budget. Lorillard sponsored five network tv shows during the year and increased its spot tv coverage by 50%. Newspaper advertising was also up sharply, from \$1,607,500 to \$4,205,600, but use of magazines again declined—almost to the vanishing point.

It was a spectacular year for Lorillard. Net sales jumped from \$203,280,417 to \$293,415,430 and earnings nearly tripled, from \$4,519,758 to \$11,484,412. The company's share of the cigart market increased from 5% to 7.1%.

The Lewis Gruber management team that took over in August, 1956, led Lorillard into new marketing ventures. The emphasis was on product improvement and new packages, both aggressively promoted.

The highlights of Lorillard's 1957 marketing year were: repackaging of Old Gold filters, introduction of Newport menthol cigarets, development of the new high-filtration Micronite filter for Kent, marketing of Kent in a crush-proof box and introduction of Old Gold Straights.

Kent became the fastest-growing filter cigart in the nation on the wings of its new filters and a Reader's Digest article congratulating the company for producing a filter that removed more tars and nicotine than any other leading filter cigart.

Kent sales were up 316.7% for the year and the brand moved up from 14th to 11th place. By the end of 1957 Lorillard claimed Kent was the leading filter brand in New York, Los Angeles, Boston and Philadelphia.

The repackaged Old Gold filter increased its sales by 8%. Old Gold regulars suffered a 22.3% decline for the year, and Mr. Gruber got around to this ailing brand at

the end of the year when it appeared in a new dress as Old Gold Straights, "an all-tobacco cigart with low nicotine and tar content." Other companies in the tobacco industry have followed Lorillard's lead in bringing out cigarets with lower nicotine and tar content.

The Lorillard comeback is continuing in 1958. Sales in the first six months were \$221,267,389, more than double the \$104,641,649 of the 1957 first half.

Kent was the company's most heavily promoted brand in 1957, getting an estimated \$10,000,000 of advertising support. To introduce Newport, Lorillard spent between \$3,000,000 and \$4,000,000.

The company had a major policy change in 1957 by consolidating its advertising account with Lennen & Newell, Young & Rubicam previously handled Kent and Newport and export advertising. The change was dictated by Mr. Gruber, who has long been close to Lennen & Newell. The small export account was assigned to Robert Otto & Co.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 4,205,600	\$ 1,607,500
Magazines	118,900	792,000
Network Television	5,194,000	5,325,000
Spot Television	3,018,500	2,148,500
Total Measured	12,537,000	9,873,000
Total Unmeasured	8,963,000	4,927,000
Estimated Total		
Expenditure	21,500,000	14,800,000

**MARKETING PERSONNEL**  
Sales  
Harold F. Temple, vp and director of sales  
William A. Jordan, central sales manager  
Arthur I. Corby, eastern sales manager  
A. L. Dione, northern sales manager  
John E. Murray, midwest sales manager  
Frank P. Russell, west coast sales manager  
F. W. Storm, director of sales promotion

**Advertising & Marketing**  
Manuel Yellen, vp and director of advertising and marketing  
H. Thomas Tausig, assistant director of advertising  
Richard F. Kieling, director of market research  
George H. Whitmore, brand advertising manager

**ADVERTISING AGENCIES**  
Lennen & Newell, New York—All brands—Guild Copeland, Lorillard corporate supervisor; David Laux (Old Gold filters); Frank Cambria (Kent); Elkin Kaufman (Old Gold Straights); Thomas H. Lane (Newport).  
Robert Otto & Co., New York—Export advertising—Robert A. Grant.

**Miles Laboratories Inc.**

Miles Laboratories Inc., Elkhart, Ind., is the nation's 40th largest national advertiser, with total expenditures in 1957 estimated by ADVERTISING AGE at about \$16,500,000. Of this, \$12,790,919 was in measured media. Of the measured media, \$11,440,941 went to television—\$6,392,640 for spot tv and \$5,048,301 for network tv—comprising nearly 70% of the total budget. Miles' 1956 total advertising expenditure is estimated at \$15,100,000, of which \$11,312,989

was in measured media. Television expenditures in 1956 totaled \$9,840,179—\$5,354,730 for spot, and \$4,485,447 for network—or about 65% of the budget.

The company re-entered network tv in 1954 after a three-year absence with an approximate expenditure of \$695,872, and has been vastly increasing use of both network and spot tv each year thereafter. At the same time, Miles has been steadily decreasing its network radio expenditure (no longer measured) below the \$6,172,592 spent in 1954. Network and spot radio probably accounted for about \$1,000,000 of the company's estimated \$3,700,000 1957 unmeasured media expenditure. Radio expenditure in 1956 was estimated at more than \$2,000,000. The remainder of the unmeasured dollars goes largely into medical and drug publications for Ames Co., to direct mail for Ames and other subsidiaries and for transportation advertising.

Of the 1957 total advertising expenditure, Miles, the parent company, accounted for a little more than \$15,000,000, or more than 90%. Of the remaining amount Ames Co., ethical pharmaceutical subsidiary, spent about \$1,250,000. Ames budgeted about \$850,000 for direct mail and \$400,000 for business publications and regional medical and drug journals. The other Miles U.S. subsidiaries accounted for about \$50,000—primarily direct mail and some business publications.

Miles is continuing to increase its advertising expenditures to keep pace with climbing sales, and probably will spend well over \$16,000,000 in 1958.

Ames Co., whose 1957 ad expenditures are more than 20% higher than the \$915,000 spent in 1956, will spend a little less in 1958, probably \$1,000,000—about \$650,000 in direct mail and \$350,000 in journals—but will return to the 1957 level of about \$1,100,000 in 1959. Ames regularly uses more than 100 medical journals and many of the drug journals for its print advertising.

Miles, which produces and distributes chiefly home medicinal remedies, also markets a line of ethical pharmaceuticals and fine organic chemicals through five subsidiaries (Ames Co., Bishoff Chemical Corp., Ernst Bishoff Co., Miles California Co. and Miles Laboratories Pan American) and two divisions (Summer Chemical Co. and Takamine Laboratory). Miles also operates 11 foreign subsidiaries and branches. The newest of these, Miles International Inc., Panama City, was formed during 1957, but has not yet become engaged in marketing.

Early this year Miles formed Miles Products, a division which now markets the company's

proprietary, non-ethical products including Alka-Seltzer, One-A-Day vitamins, Bactine and Nervine. Lewis F. Bonham, formerly president of Bourjois Inc., was named president of the new division and a vp and board member of the parent company.

Miles sales, which have been climbing for the past 17 years and have more than doubled in the past 10 years, reached a new high in fiscal 1957. Domestic net sales totaled \$48,950,844, up 15.4% from the 1956 domestic sales of \$42,435,813. In addition, net sales of foreign subsidiaries and branches, which are not consolidated with the sales of domestic companies, also reached a new high of \$7,579,519, an increase of 37% over 1956 sales of \$5,525,693. Miles consolidated worldwide net sales, which represent the combination of sales of domestic and foreign subsidiaries and branches, amounted to \$56,337,113, an increase of \$8,521,970, or 17.8% over 1956 sales.

Net earnings (domestic) in 1957 were \$3,506,491, up 42% from 1956 earnings of \$2,466,752. Combined earnings of foreign subsidiaries and branches rose to \$259,184, and Miles worldwide net earnings, which represent the combined earnings of domestic and foreign subsidiaries and branches, amounted to \$3,765,675, an increase of \$1,273,678, or 51% from the year before.

Current year sales and earnings appear to be heading for a new record, with net sales of \$26,437,370 reported for the first six months of 1958, ended June 30. This compares with \$22,385,727 for the same period in 1957. Earnings for the first half of 1958 were \$1,764,767, up 34% from the \$1,321,230 earned in the first half of 1957.

Alka-Seltzer, the company's major product, contributed 65% of the 1957 total sales, and all other products accounted for 35% of sales. In 1956, Alka-Seltzer contributed 66%, and the year before 68%. For the past several years, Miles has been engaged in a program of diversification, both by market and by product. The product diversification efforts have increased the importance of Miles products other than Alka-Seltzer, as evidenced by the increasing percentage of Miles other products to total sales and the decreasing percentage of Alka-Seltzer to total sales.

Alka-Seltzer still is the leading product in its field, and its sales are continuing to grow. Alka-Seltzer, which actually competes in two markets—as a remedy for headaches and as a remedy for stomach upsets—is way out in front as a stomach upset remedy, and is among the top three or four products in dollar volume in the headache remedy market, with probably a 20% share of that market. Of the home remedies, which account for more than 90% of Miles total ad budget, Alka-Seltzer gets by far the largest expenditure.

The market diversification program also has resulted in foreign markets accounting for an increasing percentage of the company's world gross sales. In 1957, foreign markets accounted for 20% of worldwide gross sales; in 1956 it was 18%; in 1955, 17%, and in 1954, 16%. Miles also reports that U. S. sales of home remedy products represent 69% of its worldwide sales.

Miles, also as part of its diversification program, presently is considering possible acquisitions or mergers, but such plans still are in early stages.

During 1957, Ames introduced several new products: Albutest and Albutix, both for determin-

ing albumin in urine, and Keto-stix, a paper strip test for detecting ketone bodies in urine. Early in 1958, Uristix, another paper strip test to determine sugar and protein in urine, was marketed. Sumner Chemical Co. introduced seven products for market development in 1957, and the Takamine division brought out Takatabs, a tablet form of sodium isoascorbate for use in the meat industry to protect the color of processed meats.

Miles during 1957 invested \$1,750,000 in research and medical activities, more than 10% more than in 1956, and more than four times the amount spent eight years ago. Research and medical expenditures accounted for 3.5% of sales in 1957.

The parent company made no major marketing changes, product innovations or significant changes in advertising approach or agency lineup during the year. Most significant personnel change was the resignation of Charles W. Tennant Jr. as director of advertising late in 1957. Mr. Tennant has joined J. Walter Thompson Co. as supervisor on the Pharma-Craft account. He has not been replaced, and Miles Laboratories does not have an advertising director at the present time.

In June, 1958, Harold J. Beeby, a member of Miles' ad department since 1956, was named advertising manager of Miles Products, the new marketing division for the home remedy products.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 427,418	\$ 335,710
Magazines	476,075	740,112
Farm Publications	48,185	30,370
Business Publications	491,300	386,600
Network Television	5,048,301	4,485,467
Spot Television	6,392,640	5,354,730
Total Measured	12,790,919	11,312,989
Total		
Unmeasured	3,700,801	3,787,011
Estimate Total		
Expenditure	16,500,000	15,100,000

**MILES PRODUCTS**

**MARKETING PERSONNEL**  
Perry L. Shupert, vp, sales and advertising  
Henry Schmidt, merchandising director  
Harold J. Beeby, advertising manager

**AMES CO.**

**MARKETING PERSONNEL**  
Edward L. Miles, vp for marketing  
Sales  
C. V. Owens, field sales manager  
Hugh O'Malley, manager of trade relations  
J. G. Thomas, sales promotion manager  
J. A. Gibernau, export manager  
C. E. Rhyne, vp and general sales manager—Ames of Canada  
Advertising  
Charles J. Kait, advertising manager

**ADVERTISING AGENCIES**  
Geoffrey Wade Advertising, Chicago—all Miles consumer products—Robert E. Dwyer, group supervisor; Miss Marian Crutcher and Wallace Husted, product managers.  
Wade Advertising Agency, Hollywood—Miles California Co., a sales subsidiary which handles all products in California, Washington, Oregon and Hawaii—Forrest Owen Jr., account supervisor; Snowden Hunt and Isabel Beasley, account executives.  
Robert H. Otto & Co., New York—Miles export and Ames international, Richard J. Daly, account supervisor; Thomas F. Masterson, account executive; —the Takamine division, Monte Johnson, account executive.

L. W. Frohlich & Co., New York—Ames domestic and Canadian—Charles Lewis, account executive—Sumner Chemical Co., Charles Lewis, account supervisor, Robert Henegan, account executive.  
Charles Palm & Co., Bloomfield, Conn.—Bischoff Chemical Corp.—Robert Genova, account executive.

**Philip Morris Inc.**

Philip Morris Inc., New York, the nation's 33rd largest advertiser, invested an estimated \$20,000,000 in advertising in 1957, of which \$18,254,943 was in measured media. The 1956 appropriation was estimated at \$19,000,000, of which \$17,054,197 was in measured media. This year the company is believed to be spending at about the 1957 level.

Sales for the year ended Dec.



**no other market area like it**

KEL-O-LAND is not an advertising gimmick-word. It is 73,496 miles of people—America's largest market area—covered exclusively by Joe Floyd's 4-state TV hookup. The national advertiser has never had an opportunity like this—to blanket such a huge part of the nation, with a single-station buy!

**KELO tv 11** • **KDLO tv 3** • **KPLO tv 6**  
SIOUX FALLS and boosters: Aberdeen-Huron Watertown Pierre-Valentine Chamberlain

**kel-o-land**

CBS • ABC • NBC

JOE FLOYD, President • Evans Nord, Gen. Mgr. • Larry Benton, Vice-Pres.  
General Offices: Sioux Falls, S. D. • Represented by H-R—in Minneapolis by Wayne Evans Wayne Evans & Assoc.



31, 1957, were \$408,813,852, an all time high and an increase of 5.9% over the 1956 figure of \$386,193,733. Net income of \$15,759,439 compared with \$14,405,628 for 1956, an increase of 9.4%.

Sales for both 1956 and 1957 have been restated to include the operations of Milprint Inc., the country's largest maker of flexible packaging. In mid-1957, Philip Morris, by an exchange of stock, acquired substantially all the outstanding stock of Milprint. For accounting purposes this transaction was treated as a pooling of interests; consequently the balance sheets for 1956 and 1957 include the accounts of both Philip Morris and Milprint.

Combined sales of Philip Morris and its Milprint subsidiary for the first half of 1958 are expected to be about 5% above the \$202,844,460 sales figure for the first half of 1957. The company doesn't report the two sets of figures separately any more, but cigarette sales for the first half of this year are said to be running 7 1/2% ahead of the preceding year.

Net income for the first quarter of 1958 dipped somewhat due to the heavy cost of launching the new Parliament cigaret and a sales decline at Milprint, but there was a turn for the better in the second quarter. As a result net income for the first half of 1958 is estimated to be about 5% above the 1957 figure of \$7,059,447.

Philip Morris, which started a whole new he-man trend with its tattooed Marlboro men, has been making slight gains in recent years in terms of its total share of the domestic market, moving up from 8.7% in 1954 to 9% in 1956 to 9.5% in 1957, according to Business Week's estimates.

In 1957 Marlboro replaced Philip Morris as the company's leading brand. Business Week's division of the market placed Marlboro in eighth place, with sales of 19.5 billion cigarets or a 44.4% gain over the 1956 figure. Philip Morris dropped from seventh to ninth, with regular and king sales of 16 billion cigarets, or a 20% drop from the previous year.

The agency which helped convert the formerly ivory-tipped tea room brand Marlboro into a filter best-seller smoked by men that women go for was rewarded last June. At that time the cigaret maker announced that Leo Burnett Co. will take over the Philip Morris brand from N. W. Ayer & Son in the fall. Burnett also keeps Marlboro.

Earlier this year the Benson & Hedges filter brand was moved from Benton & Bowles, which kept the new hi-fi Parliament, to Doyle Dane Bernbach Inc. The change was made, Roger Greene, advertising vp, said, to provide maximum advertising concentration for both brands.

In 1957 Philip Morris continued to spread its advertising dollars over a wide variety of media. The company went back to network tv with the "Mike Wallace Interview" (ABC) and co-sponsor berths on "Suspicion" (NBC) and "Playhouse 90" (CBS). A damage suit, brought by two Los Angeles policemen as a result of Mickey Cohen's appearance on the Wallace show, was settled out of court for \$67,000. But Philip Morris stayed with Mr. Wallace for 38 more weeks—relinquishing the show in the spring of 1958. "Suspicion" and "Playhouse 90" also were dropped from the company's tv lineup at about that time. The company is now a co-sponsor on "To Tell the Truth" (CBS).

Last year saw Philip Morris

take to the road with a traveling country music show that played one night stands around the country and on CBS Radio once a week. The Marlboro brand continued to be active in the sponsorship of tv sport, backing baseball, football and hockey.

There was a great deal of marketing and packaging razzle-dazzle going on.

In September, 1957, a test of a 10-cigaret pack of Marlboros was started in four markets.

In December, 1957, Revelation smoking tobacco was offered in a new pouch pack. The following January the price on Parliament was brought in line with other filter brands as a newspaper, magazine and tv drive was started to push the "new" hi-fi brand. A few months later the company, which had started the flip-top box craze with Marlboro, was "testing" Marlboro in a soft pack in the Pacific Northwest. It is now in general use.

## EAU CLAIRE



In 1957, Eau Claire's \$106.61 weekly industrial wage average again was highest in Wisconsin—average for the state, \$87.34.

## Wisconsin's 5th largest metro market

Center of an Isolated, \$249 Million\* Leader-Telegram Market

### Geographic isolation . . .

Eau Claire is the trading center for 184,700 people in Wisconsin's 5th largest metro market. This is an isolated growing market that extends into a 6-county area having no larger city within 90 miles of the retail hub.

6-County Market*		Increase
Households	51,480	960
Cons. Spend. Inc.	\$249,490,000	\$14,200,000
Retail Sales	\$198,850,000	\$ 7,991,000

(\*1-1-57/1-1-58 SRDS Consumer Market Data)

### Newspaper isolation . . .

Six counties isolated by preference—where readers establish the Leader-Telegram as No. 1 choice with 72% more circulation than "outside" newspapers.

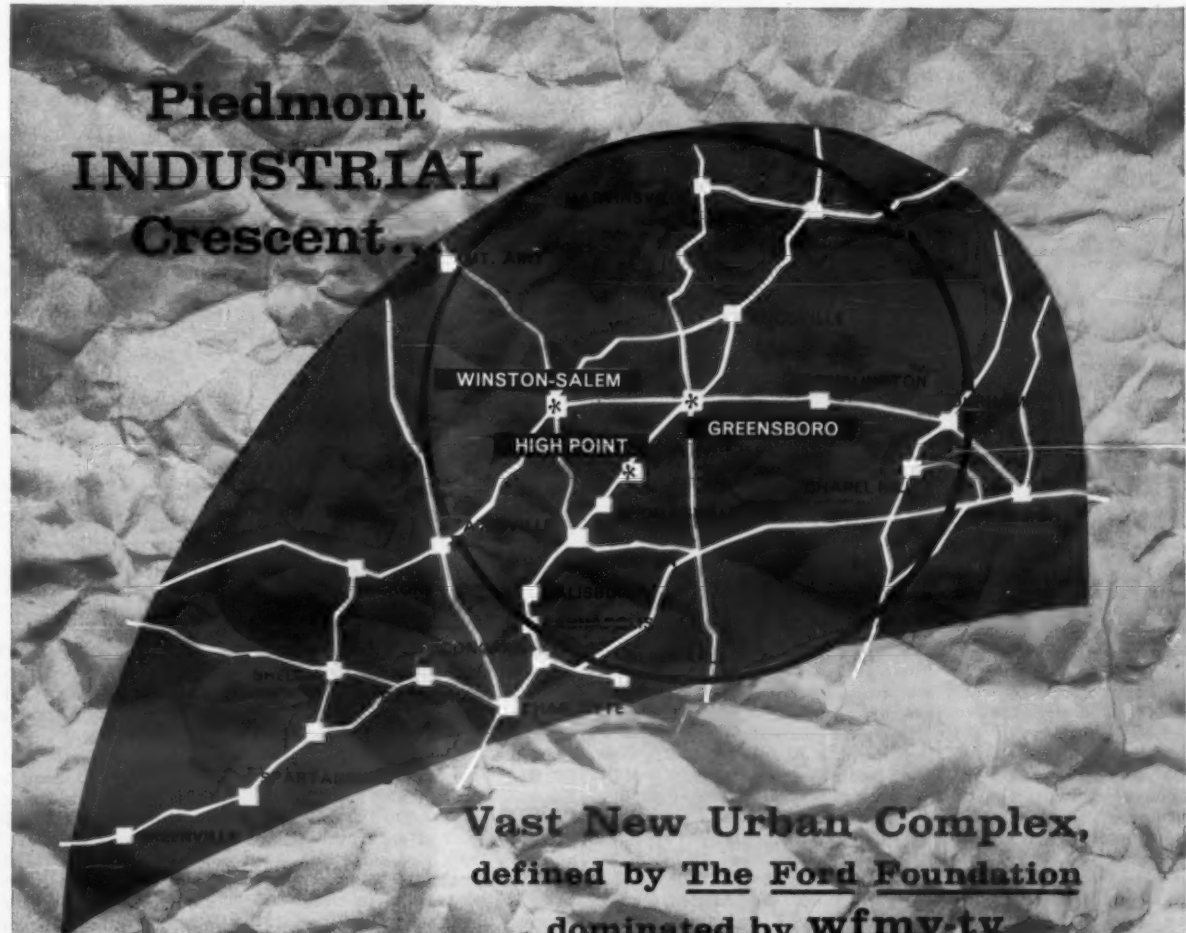
6-County Circulation		
LEADER-TELEGRAM		22,660
Minneapolis—morning		1,393
—evening		1,538
St. Paul —morning		1,536
—evening		784
Milwaukee —morning		1,594
—evening		409
Total circulation		26,325 UP 1,323 ABC
		3-31-58 over ABC 9-30-57

# The EAU CLAIRE LEADER & TELEGRAM

MORNING • EVENING • SUNDAY

Represented by SHANNON & ASSOCIATES, INC.

## Piedmont INDUSTRIAL Crescent.



## Vast New Urban Complex, defined by The Ford Foundation dominated by wfmy-tv

Just what is this area . . . this Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area laboratory," stretching across North Carolina's fertile Industrial Piedmont. It is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing.

Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.

### North Carolina's INTERURBIA\*

At the very axis of the CRESCENT lies INTERURBIA . . . the largest metropolitan market in the two Carolinas. INTERURBIA plus the Piedmont CRESCENT means more than two million people are sold on WFMY-TV.

\*GREENSBORO-HIGH POINT-WINSTON-SALEM

(2 Stations)  
Greensboro-High Point—Outford County—Map Location P-3  
Winston-Salem—Forsyth County—Map Location P-3  
See WRS's consumer market map showing the location of the Area

# wfmy-tv

GREENSBORO, N. C.



Represented by: Harrington, Righter & Parsons, Inc. • New York • Chicago • San Francisco • Atlanta • Boston

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 5,464,195	\$ 5,975,055
Magazines	2,991,066	2,579,267
Business Publications	50,000	32,300
Network tv	3,945,904	586,315
Spot tv	4,941,470	7,380,440
Outdoor	856,388	800,320
Total Measured	18,254,943	17,054,197
Total Unmeasured	1,745,057	1,945,903
Estimated Total		
Expenditure	20,000,000	19,000,000

**MARKETING PERSONNEL**

George Weissman, vp, director of marketing  
 Ross Millhiser, vp and assistant director of marketing  
 Thomas S. Christensen, brand manager, Marlboro  
 John B. Landry, brand manager, Parliament  
 Mike Keith, brand manager, Philip Morris  
 Alan Bick, brand manager, Benson & Hedges  
 John R. Latham, brand manager  
 James C. Bowling, director of public relations  
 Jetson Lincoln, director of marketing research  
 Clifford Goldsmith, director of packaging development

**Sales**

Ray Jones, vp, sales  
 John R. O'Connor, national sales manager  
 Robert Larkin, director of chain store sales  
 J. Deilman, regional sales manager, Chicago  
 George J. Karnal, regional sales manager, New York  
 M. B. Beckwith, regional sales manager, Philadelphia  
 J. M. Allen, regional sales manager, Atlanta  
 G. E. Winter, regional sales manager, Los Angeles  
 Bree Johnson, regional sales manager, Houston  
 C. E. Lloyd, regional sales manager, Minneapolis

**Advertising**

Roger M. Greene, vp, advertising  
 Perry Leary, brand advertising manager, Marlboro  
 Ed Early, brand advertising manager  
 H. Blakeney Henry, Parliament brand advertising manager

**ADVERTISING AGENCIES**

Leo Burnett & Co., Chicago—Marlboro—Owen Smith, account supervisor; Dick Halpin, account executive, radio and tv and John Benson, account executive print. Philip Morris—Owen Smith, account supervisor; Ray Markman, account executive.

Benton & Bowles, New York—Parliament—Kenneth McAllister and Crawford Bladen, account supervisors; William Apy, account executive.

Ogilvy, Benson & Mather, New York—Spud—Charles Fredericks, account supervisor.

Doyle Dane Bernbach, New York—Benson & Hedges—Charles C. Rollins, account supervisor.

### National Biscuit Co.

National Biscuit Co., New York, the 31st ranking national advertiser, invested an estimated \$21,000,000 in all advertising in 1957. This total included \$12,856,761 spent in measured media. In 1956 Nabisco spent \$20,900,000 on all advertising, including \$13,027,179 in measured media.

Nabisco sales last year totaled \$424,500,000—an increase of \$14,000,000, or 3.4%, over the 1956 figure. Net profit in 1957 amounted to \$22,100,000—up \$1,800,000 from the \$20,300,000 earned in 1956. Last year's profits equaled \$3.18 per common share as against \$2.90 in 1956 and \$2.59 in 1955.

■ Sales for the first quarter of 1958 amounted to \$101,691,000—down \$384,000 from the figure reported

for the same period in 1957. But net earnings for the first three months of '58 were better than for the comparable '57 period. This year profits amounted to \$4,995,533 or 71¢ a share; last year they were \$4,766,216 or 68¢ a share.

In the second quarter it was net sales, \$103,394,678, and net income, \$5,111,492, compared with \$105,108,817 and \$5,300,334 in the 1957 second quarter.

The company, which markets lines of crackers, cookies, cereals, dog foods and other products, last year introduced the following new products: Chippers potato crackers, cocoa graham, Chiparoons coconut chocolate drop cookies, Veri-Thin cheese pretzels, peanut butter drop cookies, Cheese Tid-Bit crackers, chocolate fudge sandwich, Fig Newtons, cakes and Mayfair Creme sandwich.

■ According to the company's annual report, "late in the summer of 1957 the Dromedary division discontinued production of certain unprofitable cake-mix items." However, Nabisco added that it was continuing "popular specialty mixes and the regular Dromedary lines of dates, fruits and peels, pimentos and steamed breads."

In January of this year, National Biscuit announced it would merge its Dromedary division and the special products division on March 1. Sales, advertising, marketing and distribution of Dromedary products were to be handled by the special products division along with its own line of Nabisco cereals and dog food products. Staffs of the two divisions were joined. Kenyon & Eckhardt continued to handle advertising for the special products division, but Dromedary dates, formerly with Lennen & Newell were transferred to Ted Bates & Co., which already had the cake mixes.

■ Nile E. Cave, formerly general sales manager of the biscuit division, was promoted last October to vp for sales, advertising and marketing of that division. He succeeded Lee S. Bickmore in the post. Mr. Bickmore was named to an executive department, formed by a handful of top Nabisco people. At the same time Mr. Bickmore was elevated to senior vp. Frank K. Montgomery, who had been general manager, special products division, was promoted to vp of that division.

As in the previous year, National Biscuit continued its sponsorship of "The Adventures of Rin Tin Tin" on the ABC Network, and of "Sky King" on a nationwide spot basis, which covers more than 100 markets. Nabisco, again as in the year prior, was a multi-million-dollar spender in spot tv. "The company's entire sales program," said the annual report, "is sparked by forceful advertising and promotional activities. Nabisco advertising is kept as flexible as possible to bring the

greatest support to regional and local selling campaigns. Magazines, newspapers, radio and television are used in varying combinations in different sections of the country to achieve the broadest coverage possible."

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$3,362,597	\$4,281,519
Magazines	1,013,274	1,063,513
Business Publications	190,000	167,500
Farm Publications	91,104	137,793
Network Television	2,247,934	1,810,032
*Network Radio		
Spot Television	5,882,330	5,536,500
Outdoor	139,532	40,000
Total Measured	12,856,761	13,027,179
Total Unmeasured	8,143,239	7,872,179
Estimated Total		
Expenditure	21,000,000	20,900,000

**MARKETING PERSONNEL**

**Sales**

Nile E. Cave, vp, biscuit division  
 Arthur N. Duffy, special assistant to the vp for sales  
 Ted G. Richter, director of sales  
 Cecil C. Garey, assistant director  
 Robert L. Wheeler, assistant director  
 Frank K. Montgomery Jr., vp, special products division  
 D. Henderson Nevitt, director of marketing  
 Raymond L. Romanet, general product manager  
 Howard W. Wilson, merchandising manager  
 Gerry F. Muller, manager, sales research

**Advertising**

Harry F. Schroeter, advertising director  
 Craig S. Carragan, general advertising manager, biscuit division  
 Robert G. Crial, advertising manager  
 Samuel B. Haines, advertising manager  
 Jeffrey S. Millam, advertising manager  
 William J. Hecker, advertising manager, special products division

**ADVERTISING AGENCIES**

McCann-Erickson—biscuits and crackers—Farish A. Jenkins, management service director; A. J. Roby Jr., group head; Gilbert W. Harrison, Peter F. McSpadden, John T. Newman, David M. Ricard and Craig Ward, account executives.

Kenyon & Eckhardt—cereals and pet foods—William King Jr., account supervisor; Donald M. Smith Jr., Sidney B. Silleck Jr. and Wendell Phillips, account executives.

Ted Bates & Co.—Dromedary products—Robert S. Congdon, account supervisor; Donald L. Wert, account executive.

Needham & Grohmann—hotel and institutional advertising—H. V. Grohmann.

### National Dairy Products Corp.

National Dairy Products Corp., New York, is the nation's 9th largest advertiser, with total expenditures of \$38,000,000 in 1957 (2.7% of sales), of which \$21,480,337 was in measured media. Expenditures in 1956 totaled \$37,470,000 (2.8% of sales), of which \$19,360,287 was in measured media. Expenditures in 1958 are expected to run about \$39,000,000.

Both sales and earnings hit new highs in 1957. Net sales advanced 5.9% to \$1,432,319,000, compared with \$1,352,873,000 in 1956. Net earnings increased for the sixth successive year, rising 5.6% to \$44,058,000 in 1957, compared with \$41,717,000 the year before.

■ Total foreign sales increased 15%, reaching \$95,600,000. In 1956, the total was \$83,393,000. Foreign earnings were down for the year—\$2,691,120 compared with \$3,023,362—"due to unusual costs in-

curated in starting up new plants, as well as the expenses involved in installing a new system of distribution in certain of these overseas markets."

The company continued to show gains for the first half of 1958. Sales reached \$722,402,062, an increase of \$13,440,089 over the previous comparable period. Earnings rose to \$22,488,110, compared with \$22,394,881 in the previous first half.

■ National Dairy, founded in 1923, is the largest company in the dairy products field and is the country's 21st largest industrial corporation. It ranks first in sales of cheese, ice cream and salad dressings, and vies with Borden's as the No. 1 seller of fluid milk.

Parkay margarine is generally considered the country's No. 2 margarine. The 1958 Consolidated Consumer Analysis of 22 major markets showed that Kraft's three margarines (Parkay, Miracle and De Luxe) combined gave Kraft first place in four markets. Share of market ranged from 5.8% in Duluth-Superior to 30.7% in Newark.

Kraft mayonnaise continues to be second only to the Best Foods products.

■ During 1957, the company completed its "integration" program of its corporate structure, changing its former 50-odd subsidiary companies into operating divisions of the company. Under the division structure, the company is "achieving, at every level of management and operations, a greater degree of teamwork and a more closely-knit organization."

As before, the company's operations are decentralized and division officials continue to be responsible for local and regional business.

The company's principal divisions now are (1) Kraft (which accounts for about 50% of sales) with its complete line of cheese, mayonnaise and salad dressings, margarine, sandwich spreads, cooking oils and shortenings, condiments, confections, and jams and jellies; (2) Sealtest, under which is grouped most of the company's fluid milk and ice cream regional and local operations; (3) Breyer, a regional operation distributing Breyer's ice cream in the central Atlantic states; (4) Breakstone, maker of soft cheese, sour cream and other dairy products for the eastern seaboard; (5) Sugar Creek, producer of quality butter; (6) Humko, manufacturer and distributor of vegetable oils and shortenings; and (7) Metro Glass Co., supplier of containers to National Dairy as well as other companies in the food, beverage, household products and cosmetics industries.

■ On Jan. 1, 1958, the company established a research and development division to coordinate the activities of all its laboratories. A new 100,000 sq. ft. laboratory is also planned.

Since 1955, the company has opened eight new plants and 11 new sales branches in the U. S., and additions were made to several other buildings. Total capital expenditures during the last three years were \$131,263,000, and the company has budgeted \$51,258,000 for this purpose in 1958.

New products introduced during 1957 by Sealtest include a 100% pure orange juice introduced during the end of the year in all Sealtest markets. The division seasonally introduced new flavors of ice cream, especially packaged and promoted. Sealtest kitchens developed new recipes using milk, cream and cottage cheese. The trend towards larger, economy-size containers—like the two-quart cottage cheese and half-gallon ice cream—con-

tinued to grow.

■ Kraft's product innovations in 1957 included Miracle Margarine, a new whipped product, light in texture, easy to spread, and packaged six bars to a pound. Three new varieties were added to the line of salad products: Catalina, Oil and Vinegar, and Low Calorie dressings. Kraft also expanded its line of packaged, sliced natural cheeses to seven varieties, and introduced several new flavors of jellies and preserves. Its confection line was supplemented by national distribution of the bite-size candy, "Fudgies."

Kraft also test marketed Kraft Dessert Topping in a pressurized can; Vita-Wheat, a parboiled cracked wheat; and a noncarbonated orange, grape and fruit punch drink. The division in '57 also achieved national distribution of a number of products it had tested during '56, including De Luxe margarine, Party Snack cheese spreads, fruit salad, Italian salad dressing, miniature marshmallows, caramels, and reconstituted orange juice.

■ During 1957, Sealtest continued its magazine schedule of *Life*, *Look* and *The Saturday Evening Post*. It discontinued its use of Sunday comic sections in favor of newspaper r.o.p. color. It used outdoor during the summer months for ice cream only in 1958, in contrast to 1957 when it used the outdoor medium year-round for milk and ice cream.

In January, 1957, Sealtest dropped "The Big Top" (CBS-TV) which it had sponsored since 1951. The division was inactive in network tv until a year later when it signed up for a year with the "Shirley Temple Storybook" (NBC-TV).

■ This fall Sealtest will jointly sponsor a new western, "Bat Masterson" (NBC-TV) with Kraft Foods—the first time the two divisions have been co-sponsors. The new western will occupy the second half hour of the time period of Kraft Theatre, which folds this September after an 11 year run. The first half hour of the Kraft time slot will be a live comedy series starring Milton Berle and sponsored by Kraft alone.

The end of March of this year, Kraft cancelled all its daytime tv shows, involving about \$2,500,000 in 1957. The company was spending more than half of its total advertising budget in tv, and decided it "needed a sounder advertising program with more money going into print media and local advertising."

■ 1957 brought many new faces and new titles to Kraft's marketing department. In July, John J. Duffy was named sales promotion manager, succeeding James E. McClellan, who resigned to join *Progressive Grocer*. In August, John B. McLaughlin resigned as director of sales and advertising to become sales vp of Purex Corp. He was succeeded by Chester R. Green, formerly general sales manager.

A third shift came in October when Tad Jeffery, general advertising manager, resigned to join Bulova Watch Co. as advertising director. His successor was Robert A. Davis, who had been ad manager of Kraft's cheese products.

In November, Kraft consolidated all sales and advertising personnel into four marketing groups, each headed by a group marketing manager: K. M. Hart for salad, products, oil and margarine; C. F. Goetling for cheese products; R. S. Lochridge for institutional and industrial products; and H. F. Marston for the confections and special products.



ANYTIME...EVERYTIME...IS THE TIME FOR MILLER HIGH LIFE. Fitting advertising medium to their advertising slogan, Miller Brewing Company is using the correct time and 905 square inches of illuminated full-color display of

CLOCK SPECTACULARS to cash in on the tremendous New York City market. You can do the same... contact CLOCK SPECTACULARS, 75 Varick Street, New York 13, N. Y. (CA 6-6800)

There were no changes in the company's agency line-up during the year.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 4,514,248	\$ 7,107,153
Magazines	3,037,775	3,952,095
Farm Publications	7,043	54,996
Business Publications	179,000	190,400
Network Television	6,644,647	5,628,107
Spot Television	1,935,530	1,584,180
Outdoor	2,862,074	872,856
Total Measured	21,480,337	19,360,287
Total Unmeasured	16,519,663	18,109,713
Estimated Total Expenditures	38,000,000	37,470,000

**SEALTEST DIVISION**

**MARKETING PERSONNEL**

Glen Gundell, vp  
George C. Lawlis, manager, national account sales

**ADVERTISING**

James F. Lunn, advertising and sales promotion manager

**ADVERTISING AGENCY**

N. W. Ayer & Son, New York, Sealtest products—Tom Watson, account supervisor; Neal O'Connor, account executive.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	1,770,140	1,366,706
Magazines	737,398	676,226
Business Publications	8,000	—
Spot Television	207,530	222,000
Network Television	71,545	1,768,398
Outdoor	2,160,000	—
Total Measured	5,155,693	4,033,390

**KRAFT FOODS DIVISION**

**MARKETING PERSONNEL**

C. G. Wright, marketing vp  
Chester R. Green, director of marketing  
E. J. Schwartz, director of sales distribution  
Robert A. Davis, advertising manager

**Marketing Groups**

H. F. Marston, marketing manager, confections and special products; product sales managers—R. M. Wilson, confections; R. J. Clark, special products; J. R. Blocki, product advertising manager; G. W. Mitchell, Jr., product sales promotion manager.  
C. F. Goetting, marketing manager, cheese and cheese products; product sales managers, K. T. Clapp, natural cheese; F. J. Rapp, process cheese; J. S. Camp, product advertising manager; W. G. Kruse, product sales promotion manager.  
K. M. Hart, marketing manager, salad products and margarines; R. N. Courtice, product sales manager salad products; W. H. Flury, product sales manager margarine and oil; R. P. Hogan, product advertising and sales promotion manager salad products; J. J. Wallner, product advertising and sales promotion manager margarine and oil.  
R. S. Lochridge, marketing manager, institutional and industrial products. R. G. Pilcher, product sales manager institutional salad products, oil, margarine, etc.; M. M. Wiltshire, institutional product sales manager cheese, confections, etc.; J. E. Crawford, industrial sales manager for eggs, cheese powders, edible whey, etc.; P. A. McCombs, industrial sales manager chocolate powder, stabilizers, etc.; J. J. Zima, industrial sales manager animal feeds; T. H. Hough, product advertising manager; R. W. Prenzno, product sales promotion manager.  
J. J. Duffy, sales promotion manager  
Dorothy Holland, manager of Kraft Kitchens  
J. W. Pinter, product sales manager government sales  
A. W. Skulstad, market research manager  
N. E. Toft, trade relations manager

**Public Relations**

Paul E. Chandler, manager

**ADVERTISING AGENCIES**

J. Walter Thompson Co., Chicago—consumer and institutional advertising for cheese, salad dressings—Arthur C. Farlow, supervisor; Thomas Wason, senior representative; Dean Jones, merchandising; Paul Lehner (cheese), Thomas O'Connell (cheeses), John Anastos (institutional), G. M. Baxter (salad dressings), Lester Vill (Miracle Whip), account executives.  
Foote, Cone & Belding, Chicago—confections—Robert M. Trump, account supervisor; Frank Nesbitt and Harvey Clements, account executives.  
Needham, Louis & Brorby, Chicago—Parkay margarine, Kraft oil, DeLuxe margarine, shortening, mustards, jellies and preserves, industrial and institutional products—E. C. Dollard, account supervisor; William H. Ohle and Chas. Ewart, account executives; James Roos and B. R. Buck, assistant account executives.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	4,472,415	5,172,826
Magazines	2,300,377	3,276,369
Farm Publications	7,043	—
Business Publications	171,000	—
Network Television	6,573,102	4,114,129
Spot Television	1,524,350	1,024,530
Outdoor	702,074	—
Total Measured	15,750,381	13,587,854

**National Distillers & Chemical Corp.**

National Distillers & Chemical Corp., New York, the nation's 37th largest advertiser with total expenditures in 1957 estimated at \$19,280,000, of which \$17,219,479 was in measured media. The previous year's expenditures for advertising were reported by the company to have totalled \$22,100,300, of which \$15,853,600 was in measured media.

The company, which is a major producer of alcoholic beverages and chemicals, had consolidated sales in 1957 of \$538,525,000, compared with \$543,100,000 in 1956. Net after taxes in 1957 was \$23,024,000, compared with \$22,633,000 in 1956.

In 1958, first half net sales dipped to \$238,384,000 from \$264,903,000 in first half of 1957. Net income was \$10,007,000, compared with \$11,677,000 in the previous first half.

**COLOR... in The NEWS**

Full color advertising in four color process and spot color with one or two colors in addition to black is now available in the BUFFALO EVENING NEWS.

Five new presses in a completely new plant will position up to eight pages in color in any edition and assure unexcelled quality in the reproduction. An extra black fountain permits changes in news columns without altering the black in color advertisements adjoining.

The NEWS is the only Buffalo newspaper to offer all three... FULL color... FULL coverage... FULL six days per week.

Use NEWS color advertising to improve your sales in the vital, growing Western New York market of over 1,600,000 people.

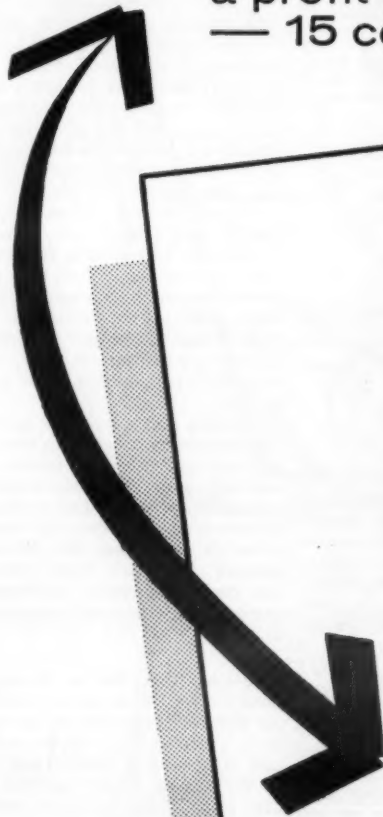
**BUFFALO EVENING NEWS**

KELLY-SMITH CO.—National Representatives

**WESTERN NEW YORK'S GREAT NEWSPAPER**

**NATION'S AGRICULTURE**

a profit maker for Niresk Industries  
— 15 consecutive years



**ROBERT KAHN & ASSOCIATES**  
Incorporated  
Advertising  
410 NORTH MICHIGAN AVENUE  
TELEPHONE DELAWARE 7-5480  
CHICAGO, ILL.

July 15, 1958

Mr. Herbert W. Hall  
Business Manager  
Nation's Agriculture  
Merchandise Mart  
Chicago 54, Illinois

Dear Mr. Hall:

Enclosed you will find full page space orders for our client, Niresk Industries.

It is indeed a pleasure to forward these orders to Nation's Agriculture for the same client consistently for the past fifteen years. You're certainly aware of the fact that full page space is not repeated unless the publication proves profitable.

Niresk Industries is one of the largest mail order users of publication space in the United States and Canada. Nation's Agriculture is one of the first five best-pulling publications on their entire list.

My best wishes for your continued success.

Sincerely

**ROBERT KAHN & ASSOCIATES**

Robert Kahn  
President

RK/jm

**PUBLICATION**

Nation's Agriculture

**CIRCULATION**

1,600,000 Farm Families

**ADVERTISERS**

America's foremost Industries

**FOR INFORMATION & RATES**

Herbert W. Hall, Nation's Agriculture  
2300 Merchandise Mart  
Chicago 54, Illinois

The company operates through two divisions. Beverage operations are handled by the National Distillers Products Co. division, and chemical operations are handled by the U. S. Industrial Chemicals Co. division.

■ In 1957, chemical operations produced 38% of the company's profits, an increase of 4% over the previous year. This represented operations of the U. S. Industrial Chemicals Co. division and National Petro-Chemical Corp., a subsidiary.

The principal chemicals produced and sold by the USI division are industrial ethyl alcohol and related solvents, L.P.G. (liquefied petroleum gas), metallic sodium, chlorine, caustic soda, phosphoric acid, sulphuric acid, ammonia and related nitrogen containing chemicals, and chemical intermediates. In addition, it sells synthetic industrial ethyl alcohol and polyethylene produced by National Petro-Chemicals Corp.

■ Early this month National Distillers & Chemical Corp. acquired the Kordite division of Textron Inc. Kordite, with a plant at Macedon, N.Y., is a converter of plastic packaging materials. It will be operated by National Distillers as an independent subsidiary. The purchase price was not disclosed but trade sources estimate it was about \$10,000,000. National Distillers, as one of the largest producers of polyethylene resin, is expected to develop research for expansion of Kordite operations.

■ National is keenly interested in research. Its research laboratory in Cincinnati has 200 employees. Here a new process was developed for the manufacture of zirconium a metal used among other things in the manufacture of atomic reactors. This new process, it is claimed, greatly reduces the cost of manufacture over the old method by as much as 50%. The same general process can be applied in the manufacture of titanium, an extremely light metal of high tensile strength.

National has joined P. R. Mallory Co. and Sharon Steel Corp. in forming Mallory-Sharon Metals Corp., owned equally by the three companies. This is the largest integrated company in the special metals field with production facilities for titanium, zirconium and hafnium, based on the USI process, with extensive fabrication facilities as well. Both the zirconium and titanium operation will use large quantities of sodium produced at National's sodium plant at Ashtabula.

■ National, together with nine other companies, has entered into a project to construct an atomic reactor in New Jersey for the purpose of permitting the associated companies to experiment in the industrial application of nuclear energy.

There are tremendous possibilities in this field, and it is regarded as another step in National's research program.

Advertising by the chemical division is relatively small, slightly under \$500,000 a year, largely in business papers. For 25 years the "USI Chemical News" has been appearing monthly in engineering and chemical industry papers, as a news-bearing insert, and it continues to draw inquiries because of the news on chemical progress that it publishes (AA, July 15, 1957).

■ The bulk of National's advertising is done by the beverage division. But it refuses to release detailed figures on its brand advertising. All published figures on brand advertising in the liquor field are largely estimates. However, the most generally accepted and authentic estimates are those published annually in "The Liquor Handbook," which shows National's expenditures on some of its major brands break down about as follows:

Old Crow whisky, \$1,065,100 in newspapers and \$1,024,801 in magazines; Old Grand Dad bonded bourbon, \$719,000 in newspapers and \$1,271,137 in magazines; Old Taylor bourbon, \$664,900 in newspapers and \$1,112,217 in magazines; Old Sunny Brook whisky, \$707,200 in newspapers; Gilbey's gin, \$526,000 in newspapers and \$692,465 in magazines. There is no brand breakdown on outdoor, but it is considerable for each of the mentioned brands. (These newspaper estimates are based on 257 newspapers in 130 top markets only; magazine figures are based on Publishers Information Bureau data.)

■ During 1957, Old Crow and Old Taylor were ranked first and third respectively among the leading premium-priced straights, and Old Grand Dad was the most advertised bonded bourbon.

The company reports that in 1957 it spent \$9,103,300 in newspapers; \$4,746,800 in magazines; \$367,000 in business papers; and \$2,195,300 in outdoor. These figures differ slightly from the figures given below which, in the case of newspapers do not include weeklies, in the case of magazines and business papers do not allow for net rates, discounts, etc., and in the case of outdoor do not allow for special arrangements.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 8,541,700	\$ 9,367,500
Magazines	4,746,800	4,332,000
Business Publications	367,000	446,700
Outdoor	2,195,300	1,887,600
Total Measured	17,211,497	15,853,699
Total Unmeasured	2,000,500	6,246,700
Estimated Total	19,212,000	22,100,400

**NATIONAL DISTILLERS & CHEMICAL CORP.**  
**MARKETING PERSONNEL**  
 John E. Blerwirth, chairman of board

Roy F. Coppedge Jr., president  
 Paul C. Jameson, secretary-treasurer

**BEVERAGE DIVISION**  
**NATIONAL DISTILLERS PRODUCTS CO.**  
 (New York)

**MARKETING PERSONNEL**  
 B. C. Ohlandt, exec vp in charge of sales  
 J. W. Ciapp, vp in charge of monopoly states sales  
 Ray R. Herrmann Jr., vp in charge of open states sales  
 James McInerney, regional director, eastern division  
 E. J. Fleming, regional director, central region  
 H. S. Hollander, regional director, western region

**Public Relations**  
 R. E. Joyce, vp and director of public relations (both divisions)

**Advertising**  
 Allyn Shilling, vp and director of advertising and sales promotion

**ADVERTISING AGENCIES**  
 Doremus & Co., New York—Institutional—George A. Erickson and Henry L. Brown, account executives.  
 Lawrence Fertig & Co., New York—Old Crow, Old Sunnybrook, P.M. Old Hermitage, Old Dover, Old Log Cabin, Century Club whiskies, Monnet cognac, Merito rum, de Kuyper cordials—Philip Lukin, Henry Bretzfield and Robert Wolfe, account executives.

Kudner Agency, New York—Old Grand Dad, Old Taylor, Old Overholt, Mount Vernon, Crab Orchard, Bellows Partners Choice and Bellows Club whiskies—C. M. Rohrabough, Rodger Harrison and E. E. Spitzer, account executives.

Lennen & Newell, New York—Hill & Hill and Bourbon DeLuxe whiskies—Walter Swertfager and E. T. Knauft, account executives.

Fletcher D. Richards Inc., New York—Gilbey's gin, Gilbey's vodka, Vat 69 and King George IV scotch whiskies—E. R. Gray, account supervisor.

**CHEMICAL DIVISION**  
**U. S. INDUSTRIAL CHEMICALS CO.**  
 (New York)

**Marketing Personnel**  
 Dr. Robert E. Hulse, exec vp in charge of chemical operations

Allen R. Ludlow Jr., vp in charge of sales

**Advertising**  
 Phillip Glisser, advertising coordinator

**ADVERTISING AGENCY**  
 G. M. Basford Co., New York—P. B. Slawter, account executive.

**Nestle Co.**

Nestle Co., White Plains, N. Y., a subsidiary of Unilac Inc., Panama City, Panama, the 66th largest U. S. advertiser, invested an estimated \$11,000,000 in advertising in 1957. This included \$9,553,829 spent in measured media. In 1956, Nestle put \$11,527,000 into advertising, including \$9,827,363 in measured media. The company's 1955 spending for promotion was estimated at \$9,500,000.

Company figures were not available at press time on sales and net profits for Nestle's 1957 operations in the U. S., but estimates put domestic sales at approximately the same as 1956, or \$155,000,000. This was 10% over the 1955 figure of \$140,000,000.

■ Nestle ranks fourth among food producers, following Swift, Armour and National Dairy. The company trails only General Foods as

a producer of instant coffee (with Standard Brands' Chase & Sanborn third and Borden's Instant fourth). The worldwide Nestle group accounts for more than 10% of the world's chocolate consumption. It has 130 plants, with 10 in the U. S. and the remainder scattered throughout the free world. Nestle employees are divided between Western Europe (28,000), the sterling area (13,000) and the Western Hemisphere and Pacific (15,000).

The company manufactures chocolate, cocoa and chocolate products, powdered coffee and tea, condensed and evaporated milk, food seasonings, bouillon cubes, dehydrated soups and powdered gravy. Nestle has two subsidiaries: Holland Food Corp., importer of milk products, butter and cheese, and Gerber & Co., distributor in the U. S. for Gerber & Co. Ltd., Thun, Switzerland.

■ Nescafe, the instant coffee, was developed in Nestle's laboratories shortly before World War II and now accounts for the major portion of the company's U. S. sales. Various brands of instant represent 30% of all coffee consumed in this country and a large slice of Nestle's advertising expenditure still is poured into Nescafe. It accounted for \$2,102,931 of the company's measured media total in 1957. Nestle is building a \$1,000,000 Nescafe plant addition in California and its six-page centerfold ad in *Life* in March, 1957, estimated to have cost \$250,000, was planned to build its prestige as a leader in the coffee industry. Nestle was one of the originators of instant, but it was reported in 1956 to have only 10 or 15% of the market as compared with the sizeable 40% appropriated by Maxwell House. Although declining to release percentage figures, Nestle said that its instant sales gained in 1957.

Nescafe started a new advertising campaign last fall to introduce its new self-brewing, instant aroma product. The company invested heavily in local newspaper advertising market-by-market, network television and made extensive off-label deals whereby the consumer could purchase the product at a special introductory discount.

■ Decaf, the Nestle de-caffeinated coffee, has been expanding its market areas, which started in New York and the South and East and later on the West Coast. Decaf is Nestle's contender against General Foods' Sanka, which has had a firm toe hold on the market. Nestle increased Decaf spot tv budget from \$717,312 in 1956 to \$1,919,850 in 1957. Correspondingly, it decreased its spot emphasis on Instant, which dropped spot tv appropriations from \$1,098,010 in 1956 to \$114,420 for the past year.

Nestle has been testing a new product, Nescreme, a powdered cream in a four-ounce can, in a limited market. A powder which also can be made into whipped cream and ice cream with the addition of water, the product was introduced in the fall of 1957 in limited markets with tv and radio spots plus newspaper ads. Nescreme now has been dropped.

Nestle now is planning increased promotion on Nestea, an instant tea. Although Nestle invested only \$83,592 in national magazine advertising for Nestea last year, it is increasing its 1958 advertising budget 65% with space in *Ladies' Home Journal*, *McCall's*, *Good Housekeeping*, *Woman's Day* and *Family Circle*. It also is adding to Nestea's television budget with exposure on the "Gale Storm Show" and the "Garry Moore Show," both CBS-TV, and a summer 14-show Mutual Broadcasting System ra-

dio package. The company is encouraged by the product's growth against Standard Brand's Instant Tea Leaf and the new contender, currently being tested, Lipton's Instant Tea.

■ During 1957 Nestle concentrated its television advertising on six CBS programs, the "Garry Moore Show" for chocolate products, Instant coffee, Nestea, Ever Ready Cocoa, Quik and Morsels; the "Gale Storm Show" for Nescafe; "The Lone Ranger" for Quik, chocolate bars, semi-sweet morsels; "Beat the Clock" for Quik, Nestea and Nescafe.

During 1957, Nestle invested \$4,130,101 in television, with \$1,670,371 budgeted for Nescafe, \$557,306 for its Quik chocolate bars and morsels and \$1,087,803 for regular tea, coffee and milk products. Major expenditures in its \$1,004,250 magazines budget were \$341,220 for Nescafe, \$278,235 for chocolate products, \$163,575 for Quik chocolate bars and morsels. Newspaper spending totaled \$1,899,158, headed by Nescafe, \$839,182; Decaf, \$564,218 and Nestle's instant coffee, \$255,532.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$ 1,589,158	\$ 3,319,632
Magazines	995,800	1,277,156
Farm Magazines	10,450	13,336
Network Television	4,130,101	2,892,319
Spot Television	2,539,320	2,247,920
Total Measured	9,553,829	9,827,363
Total Unmeasured	1,446,171	1,700,000
Estimated total	11,000,000	11,527,000

**MARKETING PERSONNEL**

Donald Cady, vp in charge of advertising and merchandising

Horace W. R. Barry, merchandising manager

Atherton Fryer, manager, sales research

Jack Crockett, assistant manager, marketing research

**Sales**

H. K. Philips, vp in charge of sales

John Fairgreive, general sales manager

A. Semple, assistant to the sales vp

George Perlberg, assistant sales manager

Alfred Heim, assistant sales manager, administration

Thomas Corrigan, general manager, bulk and institutional products.

**Advertising**

Richard F. Goebel, advertising manager

George Hafford, product advertising manager for bar goods, Decaf, fountain goods, milk products, Nestle instant coffee, Quik, Extra, vending and institutional products, cookie mixes, semi-sweet morsels and bulk products.

Bates Hall, product advertising manager for instant Maggi protein drink, Nescafe, EverReady instant cocoa and Nests.

**ADVERTISING AGENCIES**

Bryan Houston, Inc., New York—Nescafe—Joseph Scheldler, account supervisor; Robert Denning, account executive.

McCann-Erickson, New York—Nestle instant coffee, Ricory, Quik, EverReady instant cocoa, Semi-Sweet chocolate morsels, chocolate bars, cookie mixes—Edward B. Noakes, management service director; John P. Beresford, group head, chocolate products; Paul Hogue, Alisdair T. Munro, Louis D. Sage, Roger Bogner, account executives, chocolate products; Fred Anderson, group head, instant coffee; William Ennis, account executive, instant coffee.

Dancer-Fitzgerald-Sample, New York—Decaf, Nestea, Maggi products. Extra and institutional products—Chester Birch, group head; William Cory, account executive, Decaf; Raymond Ruffley, account executive, Nestea and Maggi, institutional and Extra.

Asher, Godfrey & Franklin, New York—bulk chocolate sales—Robert Franklin, account supervisor; Edgar Rosston, account executive.

**Pabst Brewing Co.**

Pabst Brewing Co., Chicago, the nation's 88th largest advertiser, invested an estimated \$8,000,000 in advertising in 1957, including \$4,473,266 in measured media. This was fairly close to the 1956 estimate of \$8,500,000, of which \$6,103,514 was measured. ADVERTISING AGE's original 1956 estimate was \$8,000,000, but this is now believed a little low.

In 1958 Pabst expenditures are down, largely because of the abandonment of premium promotions, which were used extensively by the company in 1956 and 1957. The company reported that it is spending as much in measured media this year as last year.

**... let's look at NORTH DAKOTA**

Although North Dakota's main industry is agriculture, that's just a part of the wealth of the state. Lignite mining, oil production, gas production, poultry, meat and dairy production, processing and selling are all important industries to North Dakota, and all mean money. That's what the average North Dakotan has... money in his pocket, and money to spend.

North Dakota isn't a small state either... it could be cut up to make 9½ states the size of Massachusetts, and would even cover one-fourth of Texas!

The North Dakota Broadcasting Company Television Network covers this great state. The Nielsen NCS #3 says "no other station in North or South Dakota has as much coverage as KXJB-TV, Valley City-Fargo," and when you add KCJB-TV, Minot, and KBMB-TV, Bismarck, you've got it made!

Think it over... one contact, one order, one buy, and you can cover North Dakota and then some! You'll never go wrong with the triple terrific Market Maker Stations of the North Dakota Broadcasting Company!

**KXJB-TV, Valley City; KCJB-TV, Minot; KBMB-TV, Bismarck**

**N D B C**

**TELEVISION NETWORK**

National Representative  
 Weed Television Co.

Minneapolis  
 Bill Hurley  
 300 Roanoke Building

Pabst has had difficulties the past several years, with declining sales, switches in management and a proxy fight for control.

For Pabst 1957 was a year that chairman Harris Perlstein described as "quite unsatisfactory." The company operated at a loss for the second year in a row. Sales dropped 12.7% from \$128,340,838 in 1956 to \$112,051,292 in 1957 as the net loss climbed from \$767,724 in 1956 to \$2,871,200 last year.

The company, which had ranked fourth among the nation's brewers in 1954, has slipped a notch each year since, until 1957 when it dropped from sixth to ninth. The 1957 sales in barrels were estimated at 2,700,000 bbls., compared with 3,115,000 bbls. in 1956. In 1954, when Pabst was fourth, sales were an estimated 3,500,000.

In the first half of 1958 Pabst reported a net loss of \$1,619,825, compared with a loss of \$2,013,741 in the 1957 first half. Net sales dipped to \$49,596,620 from \$59,259,153 in the previous first half.

■ Pabst was estimated by ADVERTISING AGE to have about 3.2% of the nation's beer market in 1957, compared with 7.25% and 7.01% for Anheuser-Busch and Schlitz, the two leaders.

The company produces Pabst Blue Ribbon beer, Old Tankard ale, Andeker Draught and Old Tap Lager beer. Old Tap is brewed and distributed in Pabst's Los Angeles brewery only. Hoffman Beverage Co., Newark, N.J., subsidiary, produces soft drinks in bottles and cans and the Pabst Sparkling Beverages division makes a line of canned fruit-flavored soft drinks including a "non-fattening" line. Pabst also produces industrial enzymes, antibiotics and biochemicals.

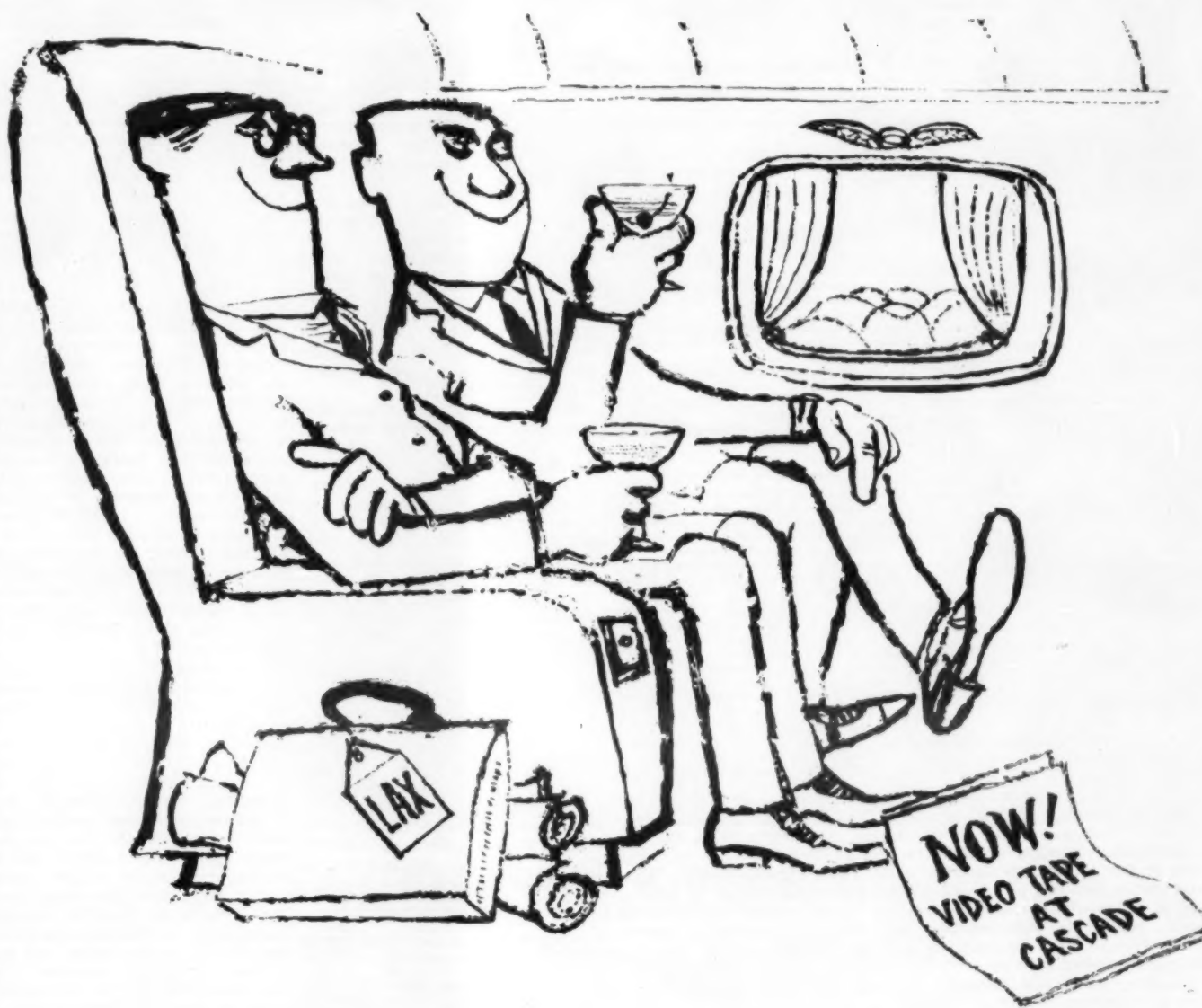
■ A highlight of 1957 was the resignation in October of president Marshall S. Lachner, who joined the company as president in April, 1956. As Mr. Lachner stepped out, chairman Harris Perlstein took over as both chairman and president.

In the 1957 annual report, Mr. Perlstein announced that in the closing ten weeks of the year he had trimmed \$4,000,000 from operating costs after "a careful study of advertising, merchandising, promotional, sales, manufacturing and distribution programs." Mr. Perlstein reported that his predecessor's policy of centralization had been reversed and that the recently expanded headquarters staff in Chicago had been "curtailed." In line with this policy, Mr. Perlstein said that management of Hoffman Beverage Co. had been returned from Chicago to Hoffman headquarters in Newark, N.J., and that Hoffman's "operating results were reversed from a substantial loss in 1956 to a profit for 1957."

Mr. Lachner has not replied to Mr. Perlstein's criticisms, inasmuch as he signed an agreement not to discuss Pabst or its officials after resigning as president and accepting a \$250,000 settlement on the remaining three years of his five-year contract with Pabst.

■ But managerial differences broke into the open dramatically last March when the Pabst and Spaeth families launched a proxy battle to wrest control from Mr. Perlstein. The Pabst-Spaeth group's candidate for president was John Toigo, who quit his \$100,000-a-year job as vp of marketing of Schlitz, to enter the fray. Mr. Toigo contended that Pabst management had put "too much hope on its advertising... it can't do the job alone," and not enough on distribution and other factors, as a result of which, he alleged, the marketing end of Pabst was "very sick." Mr. Perlstein challenged Mr. Toigo's qualifications,

*we were discussing video tape...*



*and the name Cascade came up...*

asserting that Mr. Toigo at Schlitz had no jurisdiction over distribution, pricing or other duties of a truly "full fledged marketing vp" and that advertising campaigns he introduced were being "drastically overhauled."

The result was victory for the Perlstein faction, which received 56% of the stockholder votes and 55% of outstanding shares, and defeat for Mr. Toigo and the Pabst-Spaeth group, as David and Robert E. Pabst (sons of the late Fred Pabst, chairman until 1954) were swept off the board, leaving it without a member of the Pabst family for the first time in 94 years.

Meanwhile Mr. Perlstein had left the door open for a Pabst merger. Exploratory talks had been held with Pepsi-Cola Co., but Pepsi broke them off "permanently" when the proxy battle loomed.

On July 30, as the proxy battle smoke cleared, Pabst announced the purchase of Blatz Brewing Co., a subsidiary of Schenley Industries, for \$14,500,000 in cash and debentures and 200,000 shares of Pabst common stock, valued at about \$10 a share. At the same time, it was announced that James C. Windham, president of Blatz since March, 1956, would take over as president and chief executive officer of Pabst. Mr. Perlstein continues as board chairman.

Blatz, which rose from 931,000 bbls. production in 1956, the year Mr. Windham became its president, to 1,247,000 bbls. last year, will operate as a separate subsidiary of Pabst and will continue to sell the same beer and retain the Blatz brand name. The brewer also sells Tempo beer. Headquarters are in Milwaukee.

No change is contemplated for Kenyon & Eckhardt, Blatz's agency. Norman, Craig & Kummel handles advertising for Pabst beers.

Blatz, once a major national advertiser, reduced its annual expenditure from \$4,000,000 in 1951 and 1952 to \$1,000,000 in 1955. Last year Blatz invested \$497,859 in measured media, including \$383,030 in spot television and \$114,829 in newspapers.

In 1958 Pabst is devoting about 66% of its advertising budget to broadcast media, including "Monitor" and radio and tv spots on a local basis. About 19% of Pabst ad dollars is going into magazines and the remaining 15% into outdoor—both increases over 1957. The campaign features a "Pabst Makes It Perfect" theme and, in visual media, boy-girl photos. The stress is on local spot and local outdoor, and it is believed that this move away from national advertising may have been prompted by the proxy battle and its accompanying criticisms that Pabst was wasting ad money in national media.

A successful Pabst promotion in recent months was a press junket by 69 newspaper men and officials of Pabst to Germany by Pan American chartered plane to celebrate the 100,000,000th barrel of beer brewed by Pabst. The plane carried the honored barrel from Pabst's Milwaukee brewery to Mettenheim, Germany, the tiny Hessian village from which Jacob Best, Pabst founder, migrated 114 years ago. Special ceremonies were held as the local burgomaster bunged the barrel and a plaque was hung on Mr. Best's house, still standing. The junket, estimated to have cost \$60,000, drew widespread news and picture coverage in the press (AA, May 19).

On the agency front Pabst made some changes in 1957. In May last year a major share of the Pabst account was switched from Leo

Burnett Co., Chicago, to Norman, Craig & Kummel, New York. Pabst made the switch after sifting presentations from 20 agencies with some help from motivation researcher Ernest Dichter. Dr. Dichter was said by Pabst to have described the brand images he found in each of the presentations, but made no recommendations.

Subsequently, Pabst moved its Eastside Old Tap Lager, a popular priced beer which is among the leaders on the West Coast, to Young & Rubicam, Los Angeles.

ADVERTISING EXPENDITURES

	1957	1956
Newspapers	\$ 358,550	\$ 1,392,270
Magazines	181,872	461,121
Farm Publications	5,524	—
Business Publications	50,000	90,000
Network Television	1,521,153	1,461,193
Spot Television	1,563,350	1,982,580
Outdoor	858,371	736,824
Total Measured	4,473,266	6,163,514
Total Unmeasured	3,526,734	2,396,486
Estimated Total Expenditure	8,000,000	8,560,000

MARKETING PERSONNEL

**Sales**  
Harris Perlstein, chairman of the board  
James C. Windham, president  
Walter Schockmel, assistant to the president  
J. F. Morley, director of sales coordination  
C. F. Greenwood, sales director, eastern region  
H. H. Anderson, sales manager, eastern region  
G. P. Butler, sales director, central region  
R. S. Gregory, sales manager, central region  
H. G. Harris, sales director, western region  
L. J. Buck, sales manager, western region  
**Public Relations**  
Andrew H. Talbot Jr., public relations director  
**Marketing & Advertising**  
R. H. Hehman, marketing and advertising director  
Barney Brienza, advertising manager  
Maurice Atkinson, merchandising manager  
Arnold Winograd, brand manager, Old Tankard Ale  
E. H. Schram, advertising manager, Eastside Old Tap Lager  
Clifford Kahler, sales manager, Pabst Sparkling Beverages

ADVERTISING AGENCIES

Norman, Craig & Kummel, New York—Pabst Blue Ribbon beer, Audeker Drought Supreme and Old Tankard ale—Ronald Mullins, account supervisor; James Shivas, account executive; G. Bissinger, account executive (Chicago).  
Young & Rubicam, Los Angeles—Eastside Old Tap Lager.  
Kenyon & Eckhardt, Chicago—Blatz beer—Larry O'Neill, account supervisor.  
Grey Advertising Agency, New York—Hoffman Beverages and Pabst Sparkling Beverages—Thomas Murray, account executive.  
Arthur Towell Inc., Madison, Wis.—Industrial products division, animal feeds division, rare bio-chemicals.

Pepsi-Cola Co.

Pepsi-Cola Co., New York, the 59th largest advertiser, spent \$13,028,000 in advertising in 1957, of which \$8,601,813 was in measured media. This expenditure compares with \$11,164,000 spent in 1956.

To both these expenditures must be added substantial promotion by the bottlers. In 1957, the bottlers spent an estimated \$11,495,000; in 1956, \$9,023,000.

Indications are that in 1958 Pepsi will spend around \$15,504,810, and the bottlers \$11,510,000, for a total of \$27,014,810. In other words, expenditures for advertising and promotion would be up more than a third in the last three years.

1957 was a record sales year for Pepsi-Cola. Case sales reached unprecedented levels, 148% over 1956. Pepsi avoids sales figures—as does arch-rival Coca-Cola—but gross profit on sales in 1957 increased to \$85,564,391, up from \$69,139,792 in the preceding year. Its 1957 net was \$9,559,675, up 7.6% over \$8,884,787 in 1956.

It was a year of advance worldwide. In the U.S., the 6½ oz. swirl bottle, tested in 1956, was on sale in more than 60 markets. The 26-oz. Hostess bottle is on sale in more than 125 markets, and is slated to move. The swirl design was spread to the 12-oz. bottle. There were 58 domestic plants

which sold more than 1,000,000 cases in 1957, against 55 in 1956 and 13 in 1950. Bottlers invested some \$20,000,000 in "marketing equipment and sales tools" during the year. Pepsi-Cola International opened 18 overseas plants in 12 countries, bringing the total to 167 plants outside the U. S. and Canada, located in 75 countries.

Pepsi continued to hammer away at the vending business once dominated by Coca-Cola. Its new "light look" equipment got heavy promotion, and a new design was introduced late in '57. Vending machines, coolers, pre-mix units and fountain dispensers are all primary targets, and Pepsi notes with pride that it has racked up nearly a 300% gain in fountain sales since 1950.

1950 pops up often in Pepsi promotion because that was the year in which the present management—Alfred N. Steele and Herbert L. Barnett, respectively chairman and president—took over.

The company noted the success of its spectaculars on television ("Cinderella" and "Annie Get Your Gun"), its stepped-up print campaign, and its summer use of "Monitor" and the ingenious "Pepsi, Please" promotion in 40 markets.

For 1958, Mr. Steele has predicted a 10% sales rise. In March, when the Pabst proxy fight was in full swing, the rumors of a merger between Pabst and Pepsi were flying in LaSalle and Wall Streets. At a meeting in April, Mr. Steele carefully left the door open; the discussions might be resumed, he said, "when the time is right."

There is a geographical and city-type pattern to the drink business. As a rule, Coke outsells Pepsi in the Southland and in rural areas; on the other hand, Pepsi has taken a strong lead in the North and in the big urban centers. Pepsi today is outselling Coca-Cola in New York, Chicago, Cleveland, Columbus and many other big cities.

Coke, of course, still dominates the fountain drink business, but Pepsi claims leadership in carton and take-home sales.

The major change in marketing personnel was the promotion of William C. Durkee, who had been vp in charge of the company's central division in Chicago, to vp in charge of marketing. This was followed by the resignation of Charles Derrick as vp in charge of advertising. He was replaced by John J. Soughan, formerly creative director on Pepsi at Kenyon & Eckhardt and an old Pepsi hand.

ADVERTISING EXPENDITURES

	1957	1956
Newspapers	\$ 3,087,613	\$ 2,700,000
Magazines	1,436,120	1,610,500
Farm Magazines	70,000	—
Business Publications	75,000	70,000
Network Television	211,554	—
Spot Television	3,938,650	1,993,000
Outdoor	482,876	177,500
Total Measured	8,601,813	7,560,000
Total Unmeasured	4,426,187	3,604,000
Estimated Total Expenditure	13,028,000	11,164,000

MARKETING PERSONNEL

Richard H. Burgess, vp in charge of domestic operations  
Charles Baker, vp and manager of national accounts and syrup sales  
William C. Durkee, vp in charge of marketing  
Marc A. Lefebvre, vp, central region  
Eugene B. Gilbert, vp, southern region  
John L. Bate, vp, western region  
Carl B. Salts, vp, eastern region  
**Advertising**  
John J. Soughan, vp in charge of advertising  
Mal Murray, assistant to Mr. Derrick  
**Public Relations**  
Bernard Relin & Associates  
**ADVERTISING AGENCY**  
Kenyon & Eckhardt, New York—Joseph C. Leib, account executive.

Pharmaceuticals Inc.

Pharmaceuticals Inc., New York, is the nation's 63rd largest advertiser, with 1957 total expenditures reported by the company at \$12,000,000, including \$10,700,000 in

measured media. This compares with a 1956 expenditure of \$9,250,000, including \$7,920,000 in measured media.

Whopping increases are planned for this year and next. The company reported that advertising expenditures will be hiked 50% in 1958 for a total of \$17,000,000, including \$14,795,000 in network television. In 1959 the company said it will spend \$18,000,000, of which \$15,700,000 will be for network tv. A part of the increase will be for the newly acquired J. B. Williams Co., shaving cream manufacturer, which Pharmaceuticals purchased in mid-1957.

A family-owned enterprise, Pharmaceuticals does not reveal any sales figures and they are estimated by ADVERTISING AGE to be about \$40,000,000. This includes sales of the new J. B. Williams subsidiary. While it is now equally cloaked in secrecy, Williams, before its purchase, was publicly owned and in its last annual report (1956) sales were given as \$8,900,000 in the U. S. and Canada plus \$3,000,000 in non-consolidated sales.

It has been an active year for Pharmaceuticals, the most significant move being the purchase of the 117-year-old Williams operation for about \$5,400,000. This gave a financially strapped company a needed injection and put the proprietary company smack in the middle of the men's toiletry business.

Williams makes a line of shaving preparations, Skol suntan preparations, Kreml, and Conti shampoos. The purchase came in the midst of major packaging and product changes affecting almost the entire Williams line and aimed at increasing the small company's share in this lucrative package goods field. It also meant a shift in Williams domestic advertising account—about \$1,500,000—from J. Walter Thompson and Doherty, Clifford, Steers & Shenfield to Parkson Advertising, the agency handling virtually all Pharmaceuticals advertising. International advertising, about \$800,000 worth, remained at JWT.

The advent of Parkson Advertising seems to have been precipitated by the Williams purchase. Appointment of Parkson, formerly known as Edward Kletter Associates, was announced simultaneously with the purchase. The relationship between Parkson and Pharmaceuticals has always been much more intimate than the average agency-client setup, and it became even more evident under the new structure. Six weeks after Parkson's debut, president Kletter transferred to Pharmaceuticals as vp, director of advertising and executive committee member (he was succeeded by Ted Bergmann, formerly McCann-Erickson vp).

Last January, Parkson board chairman Franklin Bruck moved over as vp in charge of new business acquisitions, to handle purchases of additional companies and development of new consumer products. In the opposite direction, Fred Apt, media and budget director for Pharmaceuticals, joined Parkson in February as director of media. Philip Agisim, who has been shuttling between the two, returned to Pharmaceuticals in June as director of market planning, the same title he held at the agency. At the same time, Benjamin M. Seiger, director of marketing at Pharmaceuticals, was named executive director of its magazine, *Journal of Lifetime Living*.

A few weeks back, Alfred Eichler, who had supervised creative advertising activity for the company, joined Parkson as vp and director of creative copy.

Last fall, commentator Sidney

Walton was appointed publisher of the *Journal of Lifetime Living*, to head up a "greatly expanded" promotion program and take the magazine out of the geriatric field and into family economics and personal care. Last month, however, Mr. Walton announced his resignation to pursue several other business interests and Benjamin M. Seiger, executive director of the magazine, was named publisher. At the time, there were indications that the magazine would shift editorial direction again and deemphasize money matters.

Harold L. Grafer, formerly vp of McCann-Erickson, became director of marketing for J. B. Williams in July, and more recently Henry O. Dow, previously vp in charge of sales for Bourjois, joined as a vp to take charge of food store sales for Williams. Mr. Dow succeeded Kenneth Keller, who was assistant vp and director of sales promotion. Some months ago, Sinclair Jacobs Jr. left his post as assistant vp and director of advertising.

New products introduced were Serutan Plus, a capsule laxative intended for temporary constipation, in contrast with the regular Serutan used for chronic cases; Devarex, a tranquilizer and, in the Williams stable, Kreml Corrective, a dandruff treatment. Niron, a weight stimulant introduced last year, was dropped after several months for lack of a market.

Besides those mentioned the Pharmaceuticals product lineup includes Geritol, R.D.X., Somnax, Zarumin, plus the Williams lines. The company says Geritol, Somnax and Serutan are all leaders in their fields. At Williams, Letric Shave is the first and largest-seller in the pre-shave field. Aqua Velva is the oldest, but not necessarily largest, after-shave lotion in the field. It's the second largest Williams seller, after the pre-shave lotion.

While no changes were made with the pace-setting Letric Shave, products and packaging changes were in evidence on other Williams' products in 1957. Aqua Velva assumed tonier dress with a new package, a new bottle, a change from its yellow color to "ice blue" and the addition of a longer-lasting scent and a skin conditioner. The color of Williams shave creams was changed from white to "golden yellow" to emphasize the lanolin content. Skol suntan products were put into plastic tubes and Conti Castile Shampoo with olive oil got a new package and became Conti Shampoo with lanolin, a synthetic-detergent type shampoo.

Among the tube shaving creams Williams is fairly low on the pole, probably has less than 5% of the market and is outspent by at least three heavy advertisers. Among the pressurized shave creams, Williams is an even poorer contender. One recent market survey shows Conti Castile last in a field of 14 liquid or lotion shampoos. Skol has been one of the top-selling lotions and since Williams bought it in 1948 the product line and packaging has been considerably broadened. Conti, incidentally, was bought by Williams in 1950, Kreml in 1952.

Always strong in television, Pharmaceuticals 1957 time-buying places it among the top 15 advertisers in that medium. Fall plans call for extension of daytime tv and an Arthur Godfrey co-sponsorship added to the roster.

In the measured media figures which follow, there are several variations between what the company reports and the figures supplied by outside measuring sources. The company said its 1957 expenditures include: newspapers \$700,000; network television \$10,000,000; spot radio and tv \$500,-

000; co-op appropriations \$800,000. The company includes production and talent costs in its broadcasting figures, whereas the figures below do not.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 1,096,064	\$ 420,000
Magazines .....	397,340	
Network Television .....	8,585,635	7,500,000
Spot Television .....	946,150	500,000
Total Measured ..	11,219,689	*8,510,000
Total Unmeasured ..	780,311	670,000
Estimated Total Expenditure .....	12,000,000	9,180,000

\*These figures include expenditures for spot radio and tv combined

**MARKETING PERSONNEL**

**Sales**

Harry Farness, vp and director of sales  
Mrs. R. H. Morgan, asst. to the director of sales  
Harold L. Grafer, director of marketing,  
J. B. Williams  
Henry O. Dow, vp, charge of food store sales, J. B. Williams

**Advertising**

Edward Kletler, vp and director of advertising  
Philip Agisim, director of market planning

**Public Relations**

James H. Fitzgerald, director of trade relations

**ADVERTISING AGENCIES**

Parkson Advertising, New York—Ted Bergmann, account supervisor—Geritol, Geritol Jr., R.D.X., Serutan, Serutan Plus, Somnex, Zarumia, Devarex, Aqua Velva, Letric Shave, Williams shave creams, Conti shampoos, Kremi hair tonic and shampoos, Skol suntan lotions and creams.

Street & Finney, New York—Robert Finney, account executive—Serutan advertising in Canada.

J. Walter Thompson, New York—Richard Cass, account executive—all Williams foreign advertising except Canada.

**Philco Corp.**

Philco Corp., Philadelphia, is the nation's 33rd largest advertiser, with total expenditures in 1957 estimated at \$20,000,000, of which \$4,764,723 was in measured media. The previous year's expenditures were estimated at \$26,000,000, of which \$5,347,664 was in measured media.

Despite an unfavorable sales and profit picture, James M. Skinner Jr., president of Philco, told a mid-year press conference that the 1958 ad budget would be maintained at roughly the 1957 figure.

■ The sales and profit curve moved upward in 1957, but sales nosedived for the first quarter of this year and the company ended that period with a loss. Sales in 1957 were reported at \$372,629,000, a gain of 5% over the 1956 figure of \$356,568,000. Earnings after taxes in 1957 totaled \$4,363,000, compared with \$567,000 in 1956.

Sales for the first quarter of 1958 dropped to \$74,116,000 for a loss of \$127,000. First quarter sales in 1957 totaled \$100,374,000 for an after-taxes profit of \$905,000.

■ In an effort to get sales moving in the right direction, Philco has been going through a series of management revisions. The first shakeups date back to mid-1956 when the new president, James M. Skinner Jr., began making major changes in the organizational structure. At the top of the list, he placed four new exec vps.

Now a little more than two years later, none of these exec vps retains that title, although three of the four are still with the company as vps and doing essentially the same jobs they did as exec vps. The fourth, John M. Otter, is now the Philadelphia distributor for Philco.

■ What Philco calls a "streamlining" process has brought about a series of changes in the marketing, sales, merchandising and advertising staff. Very few of the titles listed in last year's 100 leaders' profile have survived and several of the men listed there are either no longer with the company or have been shifted to departments outside the merchandising area.

1957 marked the start of a new agency relationship for Philco, which switched to Batten, Barton, Durstine & Osborn after many years with Hutchins Advertising Co. The appliance maker also

started the year by filing an anti-trust suit against Radio Corp. of America, General Electric Co., American Telephone & Telegraph Co. and two of its subsidiaries. Charging monopolistic practices in

the operation of the RCA radio, tv and electronics patent pool, Philco asked treble damages amounting to \$150,000,000. At this writing, the case was still pending in federal court.

In 1957 tv set maker Philco chose to do most of its advertising for tv, as well as for radio, washers, refrigerators and air-conditioners, in newspapers and magazines, having bowed out as a net-

# CITY ALIVE\*



## \* SAN DIEGO: A BIGGER MARKET

With 1957 furniture, household, and appliance sales totaling **\$74,363,000.00** the San Diego market ranks 18th among the nation's 280 Metropolitan County Areas . . . bigger than —

<b>CINCINNATI, OHIO . . . \$70,713,000</b>	<b>DENVER, COLORADO . . \$61,960,000</b>
<b>KANSAS CITY, MISSOURI . \$62,025,000</b>	<b>NEW ORLEANS, LOUISIANA \$55,908,000</b>

Sell the alive and thriving San Diego market through *The San Diego Union and Evening Tribune*.

Combined daily circulation: 202,242! 84.4% readership — unduplicated.

SALES ESTIMATES: COPYRIGHT 1958 SALES MANAGEMENT SURVEY OF BUYING POWER. CIRCULATION: 6 MONTHS ENDING MARCH 31, 1958, AS SUBMITTED TO A.B.C.

## The San Diego Union • EVENING TRIBUNE

"The Ring of Truth"

### COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California — Northern Illinois — Springfield, Illinois — and Greater Los Angeles . . . served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

work tv regular in 1956. Philco's sole network tv offering last year was the "Miss America Pageant" carried on CBS. In January, 1958, it resumed with an old friend, Don McNeill on ABC Radio's "Breakfast Club." Electric appliances are featured in the commercials on a five-minute segment carried five days a week.

Advertising for the new tv set line started early in '58, with a color spread in *Life*, followed by copy in several other magazines. And the "Miss America Pageant" will be coming up again for the fifth time in September.

Heaviest magazines ad play in 1957 went to the following products: tv sets, \$785,884; Philco Bendix duomatic washer-dryer, \$540,693; refrigerators, \$333,840; phonographs and radios, \$136,912, and room air conditioners, \$130,000.

In newspapers the most advertised appliances were: tv, \$754,859; duomatic, \$303,741; refrigerators, \$284,015, and air-conditioners, \$185,434.

	1957	1956
Newspapers	\$ 2,130,415	\$ 714,393
Magazines	2,256,617	1,804,740
Farm Publications	115,658	246
Business Publications	100,000	116,400
Network Television	114,323	2,539,257
Spot Television	47,810	147,500
Outdoor		25,128
Total Measured	4,764,733	5,347,664
Total Unmeasured	15,235,297	20,652,336
Estimated Total Expenditure	20,000,000	26,000,000

**MARKETING PERSONNEL**  
Henry E. Bowes, vp in charge of marketing  
John Rishel, manager of marketing  
Gibson Kennedy, general sales manager, all products

**Merchandising**  
James Shallow, general merchandising manager for television  
Robert J. Theis, merchandising manager for radio, phonographs and hi-fi  
Leonard Gross, merchandising manager for refrigerators and freezers  
R. C. Connell, merchandising manager for laundry equipment  
Robert J. Cherry, merchandising manager for ranges and air-conditioners  
Rayford Nugent, merchandising manager for parts and accessories

**Advertising**  
Max Enelow, director of advertising and sales promotion  
John Kelly, advertising and sales promotion manager for television  
Jack Kane, advertising and sales promotion manager, for radio, phonographs and hi-fi  
William Horn, advertising and sales promotion manager for refrigerators and freezers  
Raymond B. George, advertising and sales promotion manager for laundry equipment  
Owen Klepper, advertising and sales promotion manager for ranges and air-conditioners  
William J. Russell, advertising and sales promotion manager for parts and accessories

**ADVERTISING AGENCY**  
BBDO, New York—all consumer products—Phillip C. Carling, account supervisor; Thomas F. Keating, account executive for air-conditioners, ranges and the Citation line of kitchens; Sherman Hoyt, account executive for radio, tv and refrigerators, and John Bunch, account executive for merchandising and marketing.

## Pillsbury Mills Inc.

Pillsbury Mills Inc., Minneapolis, is the nation's 47th largest advertiser, with total 1957 expenditures estimated by ADVERTISING AGE at about \$16,000,000. Of this \$9,254,059 was in measured media. This compares with an estimated \$18,000,000 spent in 1956, of which \$11,452,571 was in measured media. Indications are that 1958 expenditures will again be up near the \$18,000,000 expenditure of 1956.

The company declined to comment on reasons for the decline in 1957 advertising.

Of the measured media, largest expenditure was in network television, with \$3,805,646, followed by newspapers, with \$3,114,078, and magazines with \$1,507,392.

The nation's second largest milling company (General Mills is the largest) achieved the highest net sales and earnings in its history for the fiscal year ended May 31, 1958. Sales were \$350,610,438, up from \$331,362,898 in net sales the previous year. Earnings were \$5,641,700, or 1.6% of sales. Earnings the previous two years were \$4,006,751 and \$4,375,728, respectively.

The upswing in sales came "from improved business in nearly all company areas." The improved earnings picture in addition to revenue from additional sales "is the result of a number of programs for increasing efficiency and eliminating waste."

Pillsbury, which was solely a flour miller until World War II when it added first a line of baking mixes and then refrigerated dough products, has been extremely active on the new product front in the past several years. During fiscal 1958 (ended May 31, 1958) the company brought out 11 new mix products: five loaf cakes, two loaf-size frosting mixes, two pudding cakes, cherry angel food mix, and pineapple cake mix. Six of these new products were introduced at one time in April, the largest new product introduction ever undertaken by Pillsbury. A new product, icebox sugar cookies, was added to the list of refrigerated products. Pillsbury now markets 10 refrigerated food products, compared with only two in 1954. During the year, a number of new products were introduced in the institutional field and by the feed division, to total 23 new products for the other Pillsbury divisions.

Probably the biggest single promotion each year in the Pillsbury hopper is the Grand National Recipe & Baking contest, climaxed with the Grand National Bake-Off. In 1957, Pillsbury moved its ninth annual Bake-Off from New York to the new Beverly Hilton Hotel in Beverly Hills, Cal., to "give the event continued freshness and interest." For its 10th anniversary, the Grand National will return to the Waldorf-Astoria

divisions. In the industrial area are the bakery products and overseas divisions. In the agricultural area are the feed division and grain merchandising and feed ingredients merchandising division.

Pillsbury is continuing to explore the new product field and, while it still markets primarily grain-based products, in coming years it is planning to diversify further and may be marketing non-food products in grocery stores.

With establishment of a western service center and a western regional sales office at San Mateo, Cal., the company has completed the last link in its new distribution system for grocery and bakery products. During the past year, a center was opened at Des Plaines, Ill., to augment those in Buffalo and Memphis, opened the year before.

The formal opening of Pillsbury's new Home Service Center in Minneapolis was held Feb. 20. The center, first established 12 years ago, was expanded and modernized and now employs 35 home service experts. The company reports it invested more than \$4,700,000 in plant modernization and expansion during the year—including construction of two new refrigerated products plants and a new plant for the production of refrigerated products and consumer baking mixes. During the year Pillsbury did not raise prices to the retailer and reduced prices slightly on some consumer products.

Starting with a single product—Pillsbury's Best flour—in 1869, Pillsbury has grown and diversified until it now markets more than 1,000 different products. In addition to the new products listed above, the food processor also makes the following: Obelisk flour (sold in the South); Globe A-1 flour (sold on the West Coast); pancake mixes, hot roll mix, pie crust mix, cookie mixes, refrigerated fresh dough products (both Pillsbury and Ballard brands), and Sno Sheen cake flour, plus flour and mixes for institutional and bakery markets. Pillsbury also manufactures a line of formula feeds for livestock and poultry.

Through an agreement with Kraft Foods Co., all Pillsbury refrigerated products are distributed to grocers' dairy product cases by Kraft.

Probably the biggest single promotion each year in the Pillsbury hopper is the Grand National Recipe & Baking contest, climaxed with the Grand National Bake-Off. In 1957, Pillsbury moved its ninth annual Bake-Off from New York to the new Beverly Hilton Hotel in Beverly Hills, Cal., to "give the event continued freshness and interest." For its 10th anniversary, the Grand National will return to the Waldorf-Astoria

in New York next Sept. 22 and 23.

For the second time last year, Pillsbury capitalized further on the Bake-Off by joining with six other advertisers to produce "the world's biggest food ad," based on 38 winning recipes from the ninth annual Bake-Off. The big ad, the equivalent of 14 pages and costing more than \$406,000, ran in *Better Homes & Gardens*. Pillsbury reported that an even larger promotion is being planned to follow-up its coming 1958 10th annual Bake-Off, to be called a "Parade of Winners." The promotion will take a different form, but will be the company's "largest ad ever placed in terms of linage and dollars."

On May 1 of this year, six of its new products were launched in a magazine, newspaper and network tv campaign. Theme of the drive was "nothing says lovin' like something from the oven—and here are six new ways to say it—from Pillsbury."

Pillsbury has always been active in tie-in promotions, joining forces in ad campaigns with such groups as the Pacific Coast Canned Pear Service for its gingerbread mix, the American Dairy Assn., for cookies made with butter and Pillsbury flour, and RCA Whirlpool for Pillsbury recipes cooked in Whirlpool ovens.

While Pillsbury's measured media advertising figure is down in 1957, the company probably spent about the same on unmeasured media as in 1956. Pillsbury, a heavy user of point of sale and in-store merchandising promotion, also uses some spot radio for local promotion. During the past few years it has cut down on the use of premiums.

In its share of market, Pillsbury and General Mills (Betty Crocker products) vie each month for first place in cake mixes—a running battle for first and second place. Pillsbury was the pioneer in refrigerated biscuits and still has the largest share of this market, but Betty Crocker and others are rapidly entering the market.

During the year, Pillsbury made no major marketing personnel or agency changes.

	1957	1956
Newspapers	\$ 3,114,078	\$ 2,909,334
Magazines	1,507,392	2,455,815
Farm Publications	154,856	323,458
Business Publications	75,000	73,300
Network Television	3,805,646	4,897,601
Spot Television	545,460	692,150
Outdoor	51,627	42,913
Total Measured	9,254,059	11,452,571
Total Unmeasured	6,745,941	6,547,429
Estimated Total Expenditure	16,000,000	18,000,000

**SALES AND MARKETING PERSONNEL**  
B. J. Breer, exec vp (bakery products, overseas, Canada)  
R. J. Keith, exec vp (consumer products)  
C. D. McNeal, exec vp (formula feed, grain & feed ingredients merchandising)

**Grocery Products Division**  
Earl A. Clasen, vp  
H. R. Galbraith, personnel manager  
Dean Thomas, sales manager  
R. F. Sowers, marketing services supervisor  
K. W. Land, director of merchandising  
B. G. Keister, national accounts  
Warren P. Peterson, director of marketing  
A. G. Hodor, brand supervisor-mixes  
J. L. Kennedy, brand supervisor-mixes  
R. H. Scott, brand supervisor-large sizes Pillsbury's Best flour  
J. R. Peterson, brand supervisor-small sizes Pillsbury's Best flour

**Bakery Products Division**  
George S. Pillsbury, vp  
H. J. Patterson, division vp (national accounts)  
B. J. Cruzen, general sales manager, flour  
J. W. Sturrock, product manager, bakery flours  
W. T. Wilson, product manager, soft wheat flours  
F. A. McBride, product manager, bakery mixes  
H. D. Kreisler, general sales manager, mixes  
R. L. Johnson, manager, direct bakery mix sales  
R. J. Dwyer, merchandising manager  
Howard G. Baier, merchandising manager

N. E. Broth, product manager, institutional products  
R. J. Thelen, technical director  
**Refrigerated Foods Division**  
A. P. Loomis, general manager  
J. H. Owens, director of sales and marketing  
J. A. Witherspoon, national director of sales (Louisville)

**Formula Feed Division**  
Clinton, Ia.  
G. R. Peterson, general manager  
J. K. Hubbard, marketing director

**Overseas Division**  
A. B. Sparboe, vp  
R. Vogel, director (New York)  
W. H. Spoor, division manager (New York)  
V. I. Miller, division manager (Portland, Ore.)

**ADVERTISING AGENCIES**  
Campbell-Mithun, Minneapolis—Pillsbury's Best, Obelisk, Globe A-1 and Ballard flours; Ballard, hot roll, brownie and cookie mixes; Pillsbury and Ballard refrigerated products; grocery products and bakery and feed and soy division—Al Whitman, M. Oakley Bidwell and C. R. Strotz, account supervisors. Bob Nevin and George Champlin (Pillsbury's Best Flour), Bob Jones (Ballard and Globe A-1 flour, Pillsbury hot roll mix and developmental grocery products). George MacGregor (all refrigerated products), account supervisor; Dave McCourt & Bill Weigold, account executives (refrigerated products). Robert Blegen and Bill Prince (feed and soy division), R. B. Pile, account supervisor (bakery products division and institutional products) and E. Walter Geckler (bakery division), account executives.

Leo Burnett Co., Chicago—non-refrigerated grocery products—C. R. Kopp, account supervisor; Richard T. Emory, Henry Behr, John Lindholm (cake and frosting mixes); E. M. Freeman, John Wiley (pancake, farina, Sno Sheen cake flour, pie crust, brownie, chocolate chip cookie and gingerbread mixes); Ed Faison (new products); account executives.

## Procter & Gamble Co.

Procter & Gamble Co., Cincinnati, is the nation's second largest advertiser with a 1957 expenditure estimated by ADVERTISING AGE at \$110,000,000, of which \$90,428,276 was in measured media. Nearly \$73,000,000 was in tv. The estimated 1956 budget was \$93,000,000, of which \$79,355,592 was in measured media.

P&G's report on its fiscal year ended June 30, 1958, is not yet out. But in the nine months ended March 31 the company and its subsidiaries tallied a net income after taxes of \$56,343,733, compared with \$51,520,833 for the comparable period in fiscal 1956. Earnings amounted to \$2.75 per common share on 20,464,181 shares, compared with \$2.63 per common share on 19,573,727 shares in the previous first three quarters.

P&G's sales for the fiscal year ended June 30, 1957, were \$1,156,389,726 compared with \$1,038,290,374 for fiscal 1956, its first year over the \$1,000,000,000 sales mark. The net earnings were \$67,807,367 in fiscal 1957 and \$59,316,471 in fiscal 1956. Per common share earnings in fiscal 1957 were \$1.85. In 1956 the earnings per common share were \$1.75 after applying a two-for-one stock split which became effective June 1, 1956.

P&G's principal subsidiaries in the U. S. are Procter & Gamble Mfg. Co., Procter & Gamble Distributing Co., Procter & Gamble Productions Inc., Clorox Chemical Corp., Buckeye Cellulose Corp., Traders Oil Mill Co., Hewitt Soap Co., Duncan Hines Companies, Procter & Gamble Defense Corp. and Charmin Paper Products Co.

Other principal subsidiaries are located in Canada, Great Britain, Venezuela, Philippines, Cuba, Switzerland, Indonesia, Puerto Rico, Peru, Mexico, France, Belgium and Union of South Africa.

P&G's primary business is soap. Its toilet soaps are Camay (with about 12% of the market), Ivory and the newly nationally marketed Zest. P&G also makes Lava, a heavy duty hand soap.

Tide, leader of the whole detergent field with roughly 28% of the market, is P&G's primary dry detergent, followed by Cheer (with perhaps 11% of the market), Duz detergent, Biz, Dreet, Ox-

## ADVERTISEMENT



FACING THE CROWDS in New York's busy subway stations, Petri Wine is selling in CLOCK SPECTACULARS. Petri is making customers in the big New York market via the most compelling advertising medium in town. You too, can reach customers in Brooklyn, Bronx, Queens and Manhattan with CLOCK SPECTACULARS. Write CLOCK SPECTACULARS, 75 Varick Street, New York 13, N. Y. (CA 6-6800).



ydol, American Family detergent and Dash, the brand promoted for automatic washers. Joy is the company's liquid detergent aimed at dishwashing, but P&G's Cascade, a dry dishwashing compound, leads that field. Dreft has now also been put out in a liquid form and has distribution in about 50% of the country.

■ The kitchen soap line consists of Ivory Snow (granule), Ivory flakes, Duz and American Family soap.

In the household cleaner field, P&G offers Comet cleanser—already a strong second in its market and giving Ajax, the leader, a good race—and Clorox bleach, acquired last year.

P&G's acquisition of Clorox was under attack by the Federal Trade Commission six or seven months ago when FTC said the acquisition would threaten to give P&G, with its tremendous promotional facilities, a monopoly in the bleach field. P&G President Morgens asserted last February that "since we acquired Clorox we have made no changes in the method or amount of promotion. We found it to be a successful product and felt it would be unwise to make any change."

Together these cleaning products account for probably two thirds or more of P&G's budget. Tide is apparently the most heavily promoted of them, but P&G's habit of extensive combination and cross-reference advertising of its cleaning products renders a breakdown of ad expenditures difficult to evolve.

But while P&G has historically been known as a soap company, diversification has, in the last few years, brought the company into several new fields.

■ P&G's toothpaste venture is spearheaded by Gleem, now a strong second behind Colgate. Its other toothpaste brand, Crest, has been an outstanding success in the fluoride toothpaste field, where many other brands have floundered.

P&G has the Drene, Shasta and Prell brands in the shampoo field, Prell being available in both liquid and cream form. Also in this general area are P&G's Lilt and Party Curl home permanents and Pin-It pin curl permanent.

Summer-Sett and Winter-Sett, seasonal home permanent products, are still being marketed in the half dozen or more major markets they were introduced in last year, but no major market expansion has been undertaken. Benton & Bowles is handling the pair.

P&G also has two products under wraps (products 11 and 34) being checked out by Grey Advertising. The likelihood is they are hair treatment products since Grey's portion of P&G is exclusively permanents and shampoos.

Two years ago P&G acquired Duncan Hines, which puts P&G in the cake mix, pancake mix and baking mix business, and still further into the food business. Earlier it acquired Crisco and Fluffo shortenings and the Big Top and Jif brands of peanut butter.

P&G also has Charmin Paper Mills Inc., acquired in January of 1957, which gives P&G Charm-in cleansing tissues, toilet tissues, kitchen towels and dinner napkins.

■ In addition to these products, P&G in 1957 and early 1958 introduced two new products nationally—Gleem toothpaste in a push button container and Pace home permanent. Pace is being handled by Leo Burnett Co., Chicago, while Mr. Clean liquid cleaner has been placed with Tatham-Laird. Both agencies also have other P&G accounts.

In other areas, national mar-

keting of Zest has now been completed and P&G has undertaken limited marketing of three more products: Mr. Clean liquid cleaner (competing with Lestoil and similar detergents), introduced in the Syracuse and Pittsburgh markets; Duncan Hines Deluxe mixes, introduced in Columbus, O., Wichita, Kan., and Albany, N. Y.; and Whirl liquid shortening, introduced in Youngstown, O. Marketing of Jif peanut butter has now

been expanded to about 75% of the country, and liquid Ivory's market area has now been broadened to include about 50% of the country. P&G also has a deodorant, Secret, in testing through Leo Burnett Co., Chicago. It went into testing two years ago in Columbus, O., but the results thus far are not available.

■ The major corporate change at P&G last year was the election

of Howard J. Morgens, formerly exec vp, as president succeeding Neil H. McElroy, who resigned Oct. 1, 1957, to become Secretary of Defense.

Mr. Morgens, like Mr. McElroy, came up in P&G through its advertising operation. He joined P&G in 1933 as a salesman, soon became a brand man and later manager of the ad department. In 1954, by which time he had become advertising vp, Mr. Morgens



*This is the kind of hold our station has on people*

There are two sides to figures—"how many?" and "how much?" Their relationship depends on viewer loyalty.

Well, what is loyalty—the impulse, for example, that keeps sets tuned to Channel 7 in the 747,640 TV homes of 41 flourishing counties in 3 states? Its cause is allegiance to the station image projected by our thoughtful programming—by our many, valued service features—by little things of

big import, like no triple-spot aggravations. Its evidence lies in our steady predominance in mail counts, ratings and constant communication. Here, that loyalty can transfer itself to you.

So sponsors find that in the WHIO-TV marketplace "how much?" is just about "how many?" . . . George P. Hollingbery can tell you more from another set of realistic figures—our rate card.

whio-tv  
CBS  
channel **7** dayton, ohio

ONE OF AMERICA'S GREAT AREA STATIONS  
*Reaching and Holding 2,881,420 People*

was elected exec vp. He was 46 years old when he was elected president last year.

Major changes in P&G's marketing personnel line-up in the past year were: promotion of W. Rowell Chase, formerly advertising vp, to vp in charge of the soap products division; promotion of Edwin A. Snow, formerly ad department manager for soap products, to advertising vp, and the appointment of E. G. Harness as the ad manager of the soap products division.

Oliver M. Gale, manager of P&G's pr department, resigned Jan. 1, 1958, to join Mr. McElroy as special assistant. No one has been named to fill the pr department manager post. The top P&G pr men now are J. E. Burke, supervisor of product pr, and R. G. Eagen, supervisor of corporate pr. William G. Werner continues as director of pr and legal services.

	1957	1956
Newspapers .....	\$ 7,939,455	\$ 7,141,885
Magazines .....	8,917,258	10,781,921
Farm Publications .....	213,568	—
Business Publications .....	394,906	236,400
Network Television .....	47,646,915	48,487,539
Spot Television .....	23,926,846	17,522,459
Outdoor .....	—	71,597
Total Measured .....	90,428,267	79,355,592
Estimated .....	—	—
Unmeasured .....	19,571,733	13,444,408
Estimated Total Expenditure .....	110,000,000	93,000,000

- | Sales  | Advertising   |
|--|---|
| Thomas J. Wood, sales vp                           | Edwin A. Snow, advertising vp                         |
| J. W. Hanley, soap products division sales manager | E. G. Harness, soap products division ad manager      |
| J. S. Janney, food products division sales manager | R. B. Shetterly, food products division ad manager    |
| G. A. Conwell, toilet goods division sales manager | Joseph Beech, toilet goods division ad manager        |
|  | A. N. Halverstadt, advertising division manager       |
|  | W. M. Ramsey, commercial production director          |
|  | R. E. Short, programming manager                      |
|  | G. R. Giroux, West Coast programming manager          |
|  | S. C. Potter, associate programming manager           |
|  | Paul Huth, media director                             |
|  | E. H. Lotspeich, copy director                        |
|  | C. T. Gerhart, advertising and packaging art director |
|  | C. C. Uhling, merchandising division manager          |

**ADVERTISING AGENCIES**  
 Benton & Bowles, New York—Crest, Ivory Snow, Frell, Summer-Sett, Winter-Sett, Tide, Whirl and Zest—Edward Murtfeldt, drug product accounts supervisor; Alan Sidnam, management supervisor of P&G case goods; account supervisors: Frank Smith (Whirl, Ivory Snow), Donald Weill (Frell concentrate, Crest), Norman Grulich (Frell liquid), Kenneth McAllister (Tide, Zest), George Beaumont (overseas) and Mark Becker (Canadian).  
 Leo Burnett Co., Chicago—Camay, Jif, Joy, Lava, Face and Secret—W. T. Young, account supervisor; E. M. Thiele, supervisor of soaps, detergents and drugs; Gordon Rothrock, soap brands supervisor; Martin Snitzer (Camay), Robert Williams (Joy) and Bowen Mundy (Lava), account executives; Frank Simpson, food brands supervisor; William Eldridge (Jif), account executive; James Hill, drug brands supervisor; William McCredie (Secret) and Charles Packer (Face), account executives.  
 Campbell-Mithun, Minneapolis—Charm-in—Albert B. Whitman, account supervisor; William Munsell (toilet tissues) and Donald Itner (facial tissues, towels and napkins), account executives.

Compton Advertising, New York—Big Top, bulk products, Cascade, Comet, Crisco, Drene, Duncan Hines, Duz soap and detergent, Gleem, Ivory soaps and detergent—C. J. Fleming, toilet products supervisor; Allen Flouton, soap products supervisor; account supervisors and executives: John Hise, George Humbert (Big Top); Harry Reingold (bulk products); Richard Hurley (Crisco); Jack Cantwell, Frank Snell (Ivory bar); J. L. Geismar (Duz detergent); S. M. Woodard, Peter Burns (Duz soap); C. T. Gleysteen (Cadcade); C. S. Mitchell, Ed Gallagher (Comet); William Stewart, Ross Legler (Drene); John Cross (Gleem); Richard Houghton (Ivory flakes); H. R. Bankart, Benson Bielely (Duncan Hines), and R. B. Downey (Ivory liquid).

Dancer-Fitzgerald-Sample, New York—Biz, Dash, Drest, Drest Liquid, Oxydol—Chester T. Birch, account supervisor; account executives C. H. Wolfe (Oxydol), Fred Mitchell, W. A. Taylor and F. Scott Matthews (Drest and Drest Liquid), Irving Stone (Dash) and Ray Herman (Biz). Gardner Advertising Co., St. Louis—

Duncan Hines Special Baking Mixes—Warren Kratky, account supervisor; Robert Falley and Wayne Stewart, account executives.  
 Grey Advertising, New York—Lilt, Lilt Refresher Wave, Party Curl, Pin-It, Shasta, Velvet Blend Shampoo—Samuel Dalsimer and Jerry Stoloff, account supervisors; account executives: L. Baer (Lilt, Lilt Refresher Wave, Party Curl), D. M. Dolgins (Velvet Blend Shampoo, Pin-It, Shasta), Humphrey Yager, (assistant account executive), George Mitt (product 11) and K. E. Redd (product 34).  
 Honig-Cooper, Harrington & Miner, San Francisco—Clorox—Eric Bellingall, account supervisor; Adolf Klein, account executive.

Tatham-Laird, Chicago—American Family flake, detergent and bar; Fluffo and Mr. Clean—James Fitzmorris, supervisor on American Family and Fluffo; Pat Tims (American Family) and Les Lilliston (Fluffo), account executives; Malcolm Lund, supervisor on Mr. Clean; Paul Schlesinger, account executive on Mr. Clean.  
 Young & Rubicam, New York—Cheer, Spic & Span—Tom Clark and Walter Smith, account supervisors; W. Bianchi, Allan Gardner, W. Lane, Stuart Miller, Paul O'Neill and Clyde Syze, account executives.

### Prudential Insurance Co. of America

Prudential Insurance Co. of America, Newark, the nation's 87th largest advertiser, invested an estimated \$8,055,335 in all advertising and promotion last year, including \$5,407,191 in measured media. This compares with an estimated total of \$7,044,001 in 1956, including \$5,413,001 in measured media.

Prudential was the world's outstanding seller of life insurance last year, when its sales amounted to \$11.3 billion—a gain of 36% over its previous record of \$8.3 billion, registered in 1956. The company had \$65 billion in insurance in force at the end of 1957, a gain of \$7 billion over its 1956 total.

More than 34,000,000 persons were policy holders in Prudential at the end of last year. The company's assets were put at \$13,919,000,000, a gain of \$657,000,000 over the year previous. Its ordinary life sales totaled \$7,700,000,000 last year, up from \$5,200,000,000 in 1956. Group sales amounted to \$1.8 billion, a decline of \$158,000,000 from 1956's record high. The company last year introduced a parent and children policy, designed for families headed by only one parent or with only one parent insurable.

The company reported that it spent \$4,377,723 on network television and network radio in 1957, including talent costs.

Prudential, for some time identified with the Sunday evening television offering titled "You Are There," went to a 52-week sponsorship of that CBS program in February, 1956. But last year (in October), the company switched to sponsorship of a CBS-TV offering called "The Twentieth Century." A series of one-hour programs, the show presents "great events, problems and unforgettable personalities of our times." Prudential said the program leaves room in its schedule "for coverage of major news stories as they break. Such flexibility is unique, this being the first time in television history that any company has provided stand-by sponsorship for news events on an 'if-or-when' basis."

In connection with this show, Prudential distributes teaching aids to about 10,000 schools and it makes available 16 mm. prints of various programs to schools and other groups.

In print media, Prudential places 13 full-page insertions a year in *Family Weekly*, *Parade*, *This Week Magazine* and a number of independent Sunday supplements. In addition, six insertions appear in *Successful Farming*. The nationwide farm advertising campaign, first in a decade, stresses various phases of insurance protection, for

example: reminding farmers of sickness and accident plans available through Prudential.

Prudential's regional home offices, which are located in Newark, Jacksonville, Houston, Los Angeles, Chicago and Minneapolis, advertise in local newspapers, and they also make use of radio, television and outdoor.

	1957	1956
Newspapers .....	\$ 2,966,847	\$ 2,293,603
Magazines .....	70,360	15,970
Farm Publications .....	18,000	5,963
Business Publications .....	50,000	53,580
Network Television .....	3,201,584	3,970,135
Spot Television .....	—	65,510
Total Measured .....	5,407,191	6,413,001
Total Unmeasured .....	2,648,144	1,631,000
Estimated Total Expenditure .....	8,055,335	7,044,001

**MARKETING PERSONNEL**  
 Frederick H. Groel, vp in charge of advertising, public relations and sales promotion.  
 Henry M. Kennedy, executive director of advertising, public relations and sales promotion.  
 Henry E. Arnsdorf, associate director of public relations and advertising.  
 Kenneth L. Brooks, associate director of sales promotion.  
 Joseph Hoffmann, assistant director of advertising.

**ADVERTISING AGENCY**  
 Reach, McClinton & Co.—Robert W. Robb, account supervisor; Thomas Crolius, account executive.

### Quaker Oats Co.

Quaker Oats Co., Chicago, is the nation's 48th largest advertiser. *ADVERTISING AGE* estimates it spent nearly \$16,000,000 in advertising during 1957, including \$12,558,941 in measured media. Last year AA estimated the company's total advertising for 1956 at \$16,047,709. AA would like to revise this estimate down to \$13,000,000, including \$9,547,709 in measured media.

Donald B. Lourie, president of the company, said in a speech before the New York Society of Security Analysts last spring: "In the current fiscal year (ending June 30) we will spend approximately \$15,000,000 on media advertising directed toward the consumer. We were one of the pioneers in the use of advertising and we still firmly believe in it. Advertising has played an important part in establishing our brand and trademarks which constitute one of the company's most valuable assets."

The company's sales for the fiscal year ended June 30, 1957, were \$302,638,000, compared with \$277,206,000 in fiscal 1956. Its income after taxes was \$12,566,000, \$3.30 per common share, compared with \$11,588,092, or \$3.13 per share, in fiscal 1956.

During the past year, the company introduced on a national scale its newest convenience food, Aunt Jemima Coffee Cake Easy Mix, a product that caught sales-fire throughout the country. It also expanded to 20 the number of cities, principally in the South and the southern part of the Midwest, now handling its new Chuck Wagon Charcoal Wheels, introduced in four southern markets in 1957.

In the same speech before the security analysts, Mr. Lourie gave the following description of the product line at Quaker:

"Quaker Oats and Mother's Oats have been and still are our most important products, and I am happy to report that today there are more people eating Quaker Oats and Mother's Oats than ever before. That is not too amazing as there are more people. Our best known ready-to-eat cereals probably are Puffed Wheat and Puffed Rice—and they really are shot from guns. In Muffets we have a fine shredded wheat type product. Our Pack-O-Ten contains individual packages of these ready-to-eat cereals plus wheat flakes, rice flakes and corn flakes, which we do not put out in

larger packages.

"We produce many other food products sold under the Quaker, Aunt Jemima and Flako trademarks. Hominy grits in the South are like potatoes in the North, and we are the largest producer of grits. We are also the largest producer of corn meal. Our pancake and baking mixes are well known. Our paste goods products—macaroni, spaghetti and noodles—have only regional distribution. Other principal food products would include flour, pearled barley and chili."

On the new product front, Mr. Lourie told the analysts, "We are currently market testing some new convenience items such as instant oats, instant macaroni, oatmeal bread, frozen waffles and frozen pancakes. The last two items are of the kind which can be taken from the freezer, put in a toaster, and in a few seconds served piping hot."

In addition, Quaker also produces Ful-O-Pep livestock and poultry feeds, Ken-L-Products dog foods (it is currently market testing Ken-L-Burger, a meat supplement for dogs), Puss 'n Boots cat foods, Masa Harina tortilla flour mix (in the Southwest primarily). It also makes Quaker Oats furan chemicals (furfural and others), which it sells to industrial users.

Mr. Lourie gave the following sales breakdown of its products

Cereals .....	28%
Feed .....	19%
Pet Foods .....	18%
Misc. (including prepared mixes, chemical, grains and all other) .....	28%

Quaker and Mother's Oats, Aunt Jemima pancake mixes and Ken-L-Ration and Puss 'n Boots products are all the No. 1 brands in their markets. The ready-to-eat cereals have somewhat less than a favorable share of their markets. Flako mixes and the livestock and poultry feeds are distributed regionally.

The big advertising news out of Quaker during the year was its dropping of Needham, Louis & Brorby the agency for its Ken-L-Products, at the end of February, and passing this portion of its advertising to J. Walter Thompson Co., which already had its Aunt Jemima ready mixes. In order to accept this account, JWT dropped its share of the Swift & Co. account, which included Pard dog food.

Quaker continues to be a user of premiums, but it says that this type of promotion does not play an important role in its operations. Early in 1957, Quaker dropped in-package premiums.

Quaker Oats has ten agencies to handle its products, including one to handle Canadian advertising for its autonomous Canadian company, as well as an export advertising agency.

	1957	1956
Newspapers .....	\$ 3,839,399	\$ 2,681,805
Magazines .....	2,297,571	2,388,110
Farm Publications .....	230,900	291,200
Business Publications .....	361,100	347,900
Network Television .....	4,706,501	2,908,511
Spot Television .....	1,123,470	619,200
Outdoor .....	—	410,983
Total Measured .....	\$12,558,941	\$9,547,709
Total Unmeasured .....	3,441,059	2,452,291
Estimated Total Expenditure .....	\$16,000,000	\$13,000,000

**MARKETING PERSONNEL**  
 Sales  
 W. G. Mason, vp in charge of cereals sales

**ADVERTISING PERSONNEL**  
 Victor Elting Jr., vp in charge of advertising  
 Peter B. Warner, manager of grocery products advertising  
 R. S. Macdonald, advertising director  
 Robert E. Weed, manager, advertising services  
 John P. Odell, supervisor, Aunt Jemima ready mixes advertising  
 Robert Strom, supervisor of cereal advertising  
 R. P. Einwalter, supervisor of Aunt Je-

mima Easy Mixes and corn goods advertising.

H. M. Andersen Jr., supervisor of Ken-L-Products advertising  
 E. R. Entwisle, supervisor of Puss 'n Boots and Flako advertising  
 L. P. Baker, supervisor of specialties advertising  
 A. A. Dennerlein, manager of feed advertising and merchandising  
 J. R. Bouras, supervisor of premiums

**Public Relations**  
 Thomas B. Bariel, vp, employe and public relations

**ADVERTISING AGENCIES**  
 Wherry, Baker & Tilden, Chicago—Quaker Oats, Quaker Puffed Wheat and Puffed Rice, Muffets, Pack-O-Tens, Ful-O-Pep livestock and poultry feeds—Larry Wherry, Bruce Baker, H. W. Smyth, Victor Cerny, account executives on Quaker cereals; Harry Barger, Carroll Bay, account executives on Ful-O-Pep.  
 Clinton E. Frank Inc., Chicago—Flako mixes, Quaker flours, macaroni, noodles, institutional—Phil Bash, account supervisor, Herbert Butz, account executive.  
 John W. Shaw Advertising, Chicago—Aunt Jemima and Quaker brands of white corn meal, grits and Aunt Jemima Easy Mixes—P. L. O. Smith, account supervisor, Ed Renno, account executive on corn meal, William Pullman, account executive on Aunt Jemima Easy Mix.  
 J. Walter Thompson Co., Chicago—Aunt Jemima pancake and buckwheat ready mixes, Ken-L-Ration, Quick Ken-L-Meal, Ken-L-Biskit, Ken-L-Treats—Alexander Gunn, account supervisor, Donald Rice, account executive on Aunt Jemima pancake, Scott Leonard and Lester Will, account executives on Ken-L-Products.

Headen, Horrell & Wentzel, Chicago—Chuck Wagon Charcoal Wheels, chemicals department—Jack Wentzel, account executive.

Thomas F. Conroy Advertising, San Antonio—Masa Harina tortilla flour mix—Thomas Conroy, account executive.  
 Lynn Baker Inc., New York—Puss 'n Boots—Harry Keibel, account executive.  
 National Export Advertising Service Inc., New York—all export advertising—Gerard Viola.  
 Spitzer & Mills, Toronto—Canadian advertising for autonomic Canadian company.  
 L. G. Maison & Co., Chicago—Special program on medical advertising on oats—Harry Brenner, account executive.

**Radio Corp. of America**  
 Radio Corp. of America, New York, the nation's 13th largest advertiser in 1956, remained at the No. 13 position in 1957 with an expenditure of \$32,807,000, down about 7% from its record expenditure of \$35,173,000 in 1956. The 1957 expenditure represented 2.8% of gross sales, compared with 3.1% in 1956.

The bulk of RCA's advertising continues to be placed in unmeasured media, particularly cooperative advertising, where the company now spends an estimated \$10,000,000 annually.

Figures supplied to *ADVERTISING AGE* by RCA vary considerably from the published figures on measured media expenditures. RCA reports that its expenditures in measured media totaled \$13,616,000 in 1956 and \$11,925,000 in 1957. By contrast, the published figures show totals of \$12,297,000 and \$8,529,000 for 1956 and 1957, respectively. Both sets of figures are itemized in tables at the end of this story.

The chief discrepancy comes in network television, where RCA is including talent and production costs. The company reports that its network tv investment totaled \$5,689,000 in 1956 and \$4,643,000 in 1957. This investment was made, of course, in the RCA-owned facilities of the National Broadcasting Co.

RCA spends virtually nothing in spot television. The company points out that the totals which show up in the published figures largely represent expenditures by distributors and dealers.

RCA is also an extremely light user of outdoor.  
 1957 was not one of RCA's best years. Volume advanced slightly from \$1,127,774,000 to \$1,176,277,000, but earnings declined from \$40,031,000 in 1956 to \$38,549,000—the lowest net in five years. And 1958 has so far brought no improvement. Sales in the first six months totaled \$542,554,000, a

decline of \$22,463,000, and earnings plunged from \$20,311,000 to \$13,544,000.

■ The earnings decline reflects the recession. Sales of radio and television receivers have been especially hard hit. It also reflects RCA's heavy investment in color television, which is still in the red.

One of the largest electronics companies in the world, RCA has exceeded the \$1 billion volume mark for three straight years. Its product list runs into the thousands. Consumer products—radio and tv sets, phonographs and records—represent about 25% of total volume; U.S. government business accounts for 22.7%; and the National Broadcasting Co. contributes 24.9%.

■ The television division continued to be RCA's most active advertiser. The division spent an estimated \$8,000,000 in 1957 to promote the sale of its b&w and color receivers. One of the notable promotions of the year was a five-week color tv carnival in Milwaukee.

RCA continues to hold brand leadership in the tv set market. In the 1958 "Consolidated Consumer Analysis," it ranked first in 21 of 22 markets covered; in the 22nd market—Chicago—it tied with Admiral for first. Its share of market nationally is estimated at 20%.

■ RCA announced that it sold its 9,000,000th television set during 1957.

In color set sales, RCA has an even more commanding lead. Five out of six color sets sold are RCA makes. Largely through RCA's initiative, 324 of the nation's 515 tv stations are now equipped for network color programming.

■ 1957 was not a recession year for the record division. RCA is the nation's leading manufacturer of records and its sales were up 18% last year.

Advertising expenditures are estimated at \$3,000,000. The division participated in a number of tie-in promotions with other manufacturers, among them Kimberly-Clark, Procter & Gamble, Canon Camera Co. and H. J. Heinz.

■ The radio and "Victrola" division is the other big advertiser unit at RCA, with expenditures also in excess of \$3,000,000.

RCA is one of the leading manufacturers of radio receivers, ranking among the first five in the industry. It is also a major producer of phonographs and in the rapidly expanding high fidelity field it believes it has snared the No. 1 position.

■ NBC reports it had a big year in 1957. The tv network carried 210 advertisers and time sales were the highest in history.

Although it still runs second to CBS, NBC claimed that its average evening audience increased by 10% in 1957, while CBS' declined 10%. NBC also claimed that it has now emerged as the leading daytime tv network.

On the radio network, NBC reported that sales were up 41% in 1957.

■ RCA had a busy year on the litigation front. In September, an anti-trust suit brought by Zenith Radio Corp. against RCA, General Electric and Western Electric was settled out of court. The suit, charging monopoly agreements in foreign markets, brought Zenith a cash settlement of some \$10,000,000, with RCA's contribution \$4,800,000.

In January, 1958, U.S. District Court in Philadelphia dismissed an anti-trust suit brought against RCA by the federal government. The action sought to void NBC's

acquisition of stations in Philadelphia from Westinghouse Broadcasting Co. in exchange for NBC stations in Cleveland.

■ Two more anti-trust suits are still pending against RCA. One, brought in 1954 by the Department of Justice, alleges that RCA restrained competition through its patent holdings. Another, brought during 1957 by Philco Corp., also charges monopolistic practices in

patent pools and asks total damages of \$150,000,000.

It was also a busy year for RCA on the executive personnel front. John L. Burns, formerly a senior partner of Booz, Allen & Hamilton, assumed the presidency of RCA in January, 1957, succeeding Frank M. Folsom, who was named chairman of the executive committee.

■ Robert E. Kintner, formerly

president of the American Broadcasting Co., also joined NBC in January, 1957, as an exec vp and last month he became the network's fifth president in five years, as Robert W. Sarnoff moved up to the chairman's post.

George R. Marek, formerly operations manager of the record division, was named general manager of the division. James M. Toney, formerly general manager of the radio and "Victrola" divi-

### GOOD NEWS

for every sponsor or producer of films, TV commercials and programs, trade shows . . . the International Screen Production Handbook that tells who's who, where's what and for how much in every important production center. For details write 507 Fifth Ave., New York 17, N. Y.

# This is Together . . .

The colorful mid-month magazine devoted to family living.



A wheat farmer on his feet firing a tough question at foreign trade experts during the recent "Little UN" meeting in Kansas. Photograph from TOGETHER'S picture story, "Diplomats Visit the Kansas Wheat Lands"

The active interest in community life shared by TOGETHER readers stamps them as among the leaders in community, church and civic affairs. Matching this interest with on-the-spot reports of significant events—such as the "Little UN," where farmers, merchants and housewives gather with representatives of foreign nations—TOGETHER occupies a place of special importance in over 900,000 homes each month.

**READ BY OVER 900,000 CHURCH FAMILIES**

TOGETHER . . . the midmonth magazine for Methodist families, 740 Rush Street, Chicago 11

sion, moved over to become general manager of the television division. He was succeeded by Raymond W. Saxon, formerly director of regional operations. Emanuel Sacks, who joined RCA in 1950 and who served as a top executive with the record division and NBC, died on Feb. 9, 1958.

**ADVERTISING EXPENDITURES\***

	1957	1956
Newspapers	\$ 1,575,000	\$ 2,442,000
Magazines	2,878,000	4,183,000
Farm Publications	100,000	67,000
Business Publications	828,000	814,000
Network Television	2,344,000	3,303,000
Spot Television	797,000	1,407,000
Outdoor	—	28,000
<b>Total Measured</b>	<b>6,522,000</b>	<b>12,264,000</b>
Total Un-measured	24,278,000	22,876,000
<b>Estimated Total Expenditure</b>	<b>32,800,000</b>	<b>35,140,000</b>

**ADVERTISING EXPENDITURES\*\***

	1957	1956
Newspapers	\$ 2,135,000	\$ 2,021,000
Magazines	2,752,000	3,337,000
Farm & Business	—	—
Network Television	2,947,000	1,937,000
Spot Television	4,645,000	5,689,000
Outdoor	352,000	629,000
<b>Total Measured</b>	<b>11,931,000</b>	<b>13,616,000</b>
Total Un-measured	29,882,000	21,557,000
<b>Estimated Total Expenditure</b>	<b>32,800,000</b>	<b>35,173,000</b>

\*Measured media expenditures as reported by Bureau of Advertising, P.I.B. Farm Publication Reports, Outdoor Advertising Inc., Associated Business Publications and Television Bureau of Advertising.

\*\*Measured media expenditures reported by RCA.

**MARKETING PERSONNEL**

- Robert A. Seidel, exec vp, consumer products
- W. Walter Watts, exec vp, electronic components
- Charles M. Odorizzi, exec vp, sales and services
- Theodore A. Smith, exec vp, industrial electronic products
- A. L. Malcarney, exec vp, defense electronic products
- D. C. Lynch, managing director, international division
- M. F. Bennett, vp, merchandising
- W. E. Boss, director, color television coordination

**Advertising**

- R. H. Coffin, vp, advertising and sales promotion
- J. W. Jackson, manager, advertising and sales promotion administration
- P. W. Grover, administrator, radio-tv broadcasts

**Public Relations**

- E. C. Anderson, exec vp in charge of RCA public relations
- Orrin E. Dunlap Jr., vp in charge of institutional advertising and publications
- Sidney M. Robards, director of press relations

**TELEVISION DIVISION**

- J. M. Toney, vp and general manager
- G. K. Bryant, manager, marketing department
- J. P. Bannon, general sales manager
- J. M. Williams, manager, advertising and sales promotion

**RADIO & "VICTROLA" DIVISION**

- R. W. Saxon, vp and general manager
- A. R. Baggs, manager, marketing department
- L. J. Collins, general sales manager
- R. E. Conley, manager, advertising and sales promotion

**RECORD DIVISION**

- G. R. Marek, vp and general manager
- W. W. Bullock, vp, commercial records creation department
- W. I. Alexander, manager, advertising, publicity and promotion
- Edward H. Kelly, manager, advertising, custom records
- F. J. O'Donnell, administrator, Camden records merchandising
- George Parkhill, manager, popular advertising and promotion

**ELECTRON TUBE DIVISION**

- D. Y. Smith, vp and general manager
- L. F. Holleran, manager, distributor products department
- J. G. Faresse, manager, entertainment tube products department
- C. E. Burnett, manager, industrial tube products department
- H. S. Stamm, manager, advertising and sales promotion
- R. A. Huff, manager, product advertising and sales promotion
- F. X. Banko, manager, advertising and sales promotion—industrial market
- E. B. May, manager, advertising and sales promotion, semiconductors and components
- G. Sapia, manager, advertising and sales promotion—entertainment market

**SEMICONDUCTOR AND MATERIALS DIVISION**

- Dr. A. M. Glover, vp and general manager
- F. F. Neuner, manager, marketing dept.
- T. R. Hays, manager, sales dept.

**NATIONAL BROADCASTING CO.**

- Robert W. Sarnoff, chairman
- Robert E. Kintner, president
- David G. Adams, exec vp, corporate relations
- Kenneth W. Bilby, exec vp, public relations
- Harry Bannister, vp, station relations
- Thomas E. Knode, vp, station relations
- Hugh M. Belville, vp, planning and research
- Matthew J. Culligan, vp, radio network sales
- William K. McDaniel, vp, radio network sales
- P. A. Sugg, vp, NBC owned stations and NBC spot sales
- Thomas B. McFadden, vp, NBC spot sales
- Howard L. Letts, vp, business affairs, television network
- Walter D. Scott, vp, television network sales
- Don Durgin, vp, national sales manager, television network
- Sydney H. Eiges, vp, press and publicity
- John H. Porter, director, advertising
- Donald J. Foley, manager, trade and NBC owned stations advertising
- John Graham, advertising art director
- Edwin Vane, manager, audience advertising and promotion

**ADVERTISING AGENCIES**

- Kenyon & Eckhardt, New York—RCA sponsored radio and television programs, television receiver division, radio & "Victrola" division, merchandising, international and corporate—G. T. C. Fry, account supervisor; Kevin Kennedy (radio & "Victrola" and international), Robert Barker (tv sets) and Clinton F. Wheeler (corporate), account executives. Grey Advertising Agency, New York—records and NBC—Leroy B. Block, account supervisor; David Strousse and Justin Smith, account executives, records; Jack Curry and R. David Kimble, account executives, NBC.
- Al Paul Lefton Co., Philadelphia, New York, Chicago—defense electronic products, electron tube division, semiconductor and materials division, RCA Institutes, RCA Service Co., international sales (technical products)—H. S. Louchheim, account supervisor; John Jensen, Robert J. Misch, Thomas D. Richter Jr., G. William Wolfston, account executives.
- Albert Frank-Guenter Law, New York—financial advertising—Howard C. Allen, account supervisor; I. J. Rosen, account executive.
- Gehrich Associates, New York—RCA Communications Inc.—Charles Gehrich, account executive.

**Ralston Purina Co.**

Ralston Purina Co., St. Louis, is the nation's 73rd largest advertiser, with total ad expenditures estimated by ADVERTISING AGE at \$10,000,000 in 1957, including \$5,653,701 in measured media. The previous year's expenditures were estimated at \$8,000,000, including \$4,324,608 in measured media.

Ralston sales for the fiscal year ending Sept. 30, 1957, were \$438,261,998, up \$44,539,897 from the previous year's \$393,722,101. Profits showed a slight increase for fiscal 1957 with a net of \$14,569,756, up from \$14,265,814 in fiscal 1956. Earnings a share were \$2.28 in 1957, and \$2.25 the previous year.

1957 was the largest volume year in Ralston's history, according to the company's annual report, and its second largest profit year. "Because our customers, the American farmers," the report says, "were unable to realize normal returns on their sales, we purposely reduced our margin of profits."

For the first fiscal nine months, ending June 30, sales and earnings continued to climb. Net sales were \$371,871,154, compared with \$332,778,376 for the previous first nine months. Net earnings were \$13,160,561, compared with \$10,984,826 in the comparable period a year ago. Earnings per share went to \$2.05 from \$1.72.

The April, May and June sales volume was "the greatest in our company history," Ralston reported. "In profits, it was our second highest quarter on record."

The quarterly report added: "As this is written the situation in the Middle East is extremely tense. Commodity prices have risen at an alarming rate. Feeding ratios are narrowing. It is difficult to predict how this will affect our business in the last three months of our fiscal year. Ordinarily the

fourth quarter does not keep up to the earnings average of the first three quarters."

Ralston has two major divisions: Ralston division, producer of regular and instant Ralston wheat cereal, Ry-Krisp, Ralston Rice Chex and Ralston Wheat Chex and its new Purina Dog Chow, and the Purina feeds division which merchandises nearly 100 products including livestock, poultry and specialty chows and sanitation products.

Subsidiary companies are Ralston-Purina Co. of Canada, Check-erboard Soybean Co., West Coast Wharf & Storage Co., Taylor Milling Co., Ralston Purina de Mexico, Purina de Venezuela and Purina Limitada, Colombia. Ralston's financial statements for the fiscal year ending Sept. 30, 1957, and following, included domestic and Canadian subsidiaries only.

That year the company started its Mexico, Colombia and Venezuela operations. "The assets and operations of these foreign subsidiaries," the report says, "which are not significant in relation to the consolidated assets and operations of Ralston Purina Co., have not been consolidated."

Although the bulk of Ralston's measured advertising expenditures are in its Ralston division, feed sales account for most of the company's business. Ralston is the biggest producer of animal feed concentrates in the country and more than 80% of its dollar volume comes from the feeds. It has about 10% of the estimated \$3.5 billion commercial manufactured-concentrate feed business.

In the Ralston division, Purina dog chow has been one of the marketing success stories of the past few years. In 1957 it took second place, following Gaines, in the estimated \$347,000,000 dog food market, about 35% of which is "dry" and most of the remainder canned. The new dog food was first market-tested early in 1955 and achieved almost complete national distribution in 1956.

Ralston is opening a new dog research center on Sept. 22 as part of its research farms near St. Louis. The new center, which includes 110 pens, will be the largest facility of its kind in the world, Ralston believes, and will expand by several times its present research capacity. The company has long been active in animal research and has an animal population of about 30,000 on its research farms.

Its breakfast cereals have a relatively small share of the national market—ranking behind such companies as Kellogg Co., General Foods Corp., General Mills and National Biscuit Co. Trade sources estimate that Ralston's share of this market is about 2%.

Ralston Purina Co. was founded in 1893 as the Robinson Commission Co. and soon after was bought by William H. Danforth, father of Donald Danforth, current chairman of the board. Among the first products was a chicken feed sold with the slogan: "If Chicken Chowder Don't Make Your Hens Lay They Must Be Roosters."

The company has long been a proponent of the use of education to expand sales and create satisfied customers. It stresses to farmers the importance of "good breeding, sound management and careful sanitation" as well as "good feeding."

In another phase of its education—mindedness, Ralston has won support from educators for its "Bold Journey" tv shows over American Broadcasting. "Bold Journey" is a series of documentary travel and adventure films.

The films are used as a teaching aid by an estimated 80,000 teachers

with a classroom population of 4,160,000 children. The educational program includes teachers' guides to help stimulate class discussions in social studies, geography, languages, history and similar subjects.

According to a survey of teachers, conducted by Guild, Bascom & Bonfigli, 46.7% of the students viewed a given show; 71.4% of those watched with their families. The sample was 4,754 classrooms.

Indorsement of the show came from Dr. J. Cloyd Miller, past president and a trustee of the National Education Assn. "More advertisers," he said, "should follow the lead of Ralston Purina Co. in sponsoring worth while television programs and helping teachers to use these programs in their classroom work." Dr. Miller made the statement at ceremonies where 31 travel awards were presented in a Ralston Purina-ABC national competition. Awards were made to the teachers on the basis of their "ability to open a window on the world for their students." Top winner in the teacher competition, which ended this spring, won a trip around the world. The awards were financed by a grant by Ralston to the NEA division of travel service.

Another facet of Ralston's personality is reflected in a campaign that boosts a new 18 oz. size of Wheat Chex and makes the light-hearted claim that the new size will serve "18 grownups, or 23½ children or one very small hippopotamus." The purpose of the new family-size package of the "cereal made for grownups and kids who want to be like grownups" is to save time and trouble, the campaign points out. The new package "feeds 'em all." Newspapers, radio and/or tv spots are being used to introduce the new package with national distribution expected to be completed by fall. GB&B is handling the campaign.

Marketing personnel changes included the retirement of L. C. Stevenson, vp and director of sales for Purina chows (feeds), in 1957, and of G. M. Philpott, vp, advertising and sales promotion, in 1958.

A marketing division was set up in mid-1958 which includes the chow sales department, chow ad department and the chow sales promotion department. J. E. Streetman, formerly vp and general sales manager of Purina chows, was named vp and director of marketing. H. B. Morris, formerly sales manager for the southern region (one of the company's five regions), was named vp and general sales manager. M. E. Malin continues as ad manager and John McGinty as sales promotion manager for chows. The company made no changes in its agency line-up.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$ 640,974	\$ 532,206
Magazines	271,908	3,557
Farm Publications	541,973	169,817
Business Publications	54,600	31,000
Network Television	2,723,680	2,029,343
Spot Television	1,059,010	1,143,750
Outdoor	332,297	394,875
<b>Total Measured</b>	<b>5,653,701</b>	<b>4,324,608</b>
<b>Total Unmeasured</b>	<b>4,346,299</b>	<b>3,675,392</b>
<b>Estimated Total Expenditures</b>	<b>10,000,000</b>	<b>8,000,000</b>

**1957 EXPENDITURES BY DIVISION\***

	Ralston	Feeds
Newspapers	\$ 80,992	\$ 559,982
Magazines	271,908	—
Farm Papers	60,933	490,960
Network Television	2,723,680	—
Spot Television	929,820	129,190
<b>Total</b>	<b>4,007,302</b>	<b>1,179,132</b>

\*Business publication and outdoor totals are not broken down by division and are not included here.

**PURINA FEEDS DIVISION**

**MARKETING PERSONNEL**

- J. E. Streetman, vp and director of marketing
- H. B. Morris, vp and general sales manager
- John McGinty, director of sales promotion

**Advertising**  
M. E. Malin, director of advertising manager  
**Advertising Agency**  
Gardner Advertising Co., St. Louis—all products—J. H. Leach, account supervisor; Ken Hieronymus, account executive, outdoor advertising and dealer cooperative advertising; Creighton Knau, account executive, radio-tv; Jack Sedwick, account executive, print, and Anthony Shimhus, account executive, client service.

**RALSTON DIVISION**

**MARKETING PERSONNEL**

- Geoffrey Baker, vp
- E. F. Gallipeau, sales manager
- R. L. Siler, assistant sales manager

**Advertising**

- W. P. Hays, advertising manager
- ADVERTISING AGENCIES**  
Guild, Bascom & Bonfigli, San Francisco—Ralston division except Purina dog chow—Ernest J. Hodges, vp and account supervisor; William B. Franklin and George Allen, account executives; Margaret Obach, assistant account executive, and Dan Bonfigli, exec vp and art director.  
Gardner Advertising Co., St. Louis—Purina dog chow—O. D. Norling, account supervisor; Edward A. Langan, account executive, and William Claggett, assistant account executive.

**RALSTON PURINA CO.**

**Public Relations**

- J. D. Sykes, vp, public relations
- ADVERTISING AGENCIES**  
Thompson-Petersen Advertising Agency, Toronto—Canadian advertising—H. C. Mason, account executive, Norman Bell, assistant account executive.  
Publicidad D'Arcy, S. A., Mexico City—Latin American advertising—E. A. Hallett Jr., account supervisor; Juan Balzola and James O'Donnell, account executives.

**Revlon Inc.**

Revlon Inc., New York, the 41st largest national advertiser, invested \$17,000,000 in all forms of advertising and promotion in 1957. This included \$9,734,734 expended in the measured media. In 1956, Revlon's advertising budget came to \$15,503,079, of which \$9,290,485 went into measured media. The comparable figures for 1955 were \$7,500,000 and \$4,461,053. Revlon's promotional budget for 1958 is estimated at about \$19,000,000.

The bulk of Revlon's measured media money last year went into network television, which got \$7,019,042, not including talent costs. General magazines got another \$1,409,144 and newspapers received \$1,138,708. Spot television got the remaining \$167,840. Various Revlon preparations were pushed by the company shows, including "The \$64,000 Question" and "The \$64,000 Challenge." Nail polish and lipstick got a \$336,204 ride in magazines, while hair sprays were being promoted to the tune of \$244,395 in the same medium. Sunday magazine sections, which saw \$482,058 of Revlon's money, were used principally to promote hair sprays (\$149,960) and Silicare Baby Lotion (\$153,955). The bulk of Revlon's \$1,817,870 in spot television went behind cosmetics (\$669,310), Silken Net hair spray (\$612,730), Satin-Set pin curl spray (\$266,200) and nail polish (\$142,420).

In "Consolidated Consumer Analysis," a study made by newspapers of products and brands purchased in 22 U.S. markets, Revlon products show up well. Revlon lipsticks spread-eagle the field, winning first place in all 22 markets. Its share of these markets ranges from 25% in Milwaukee to 52% in Honolulu. Revlon nail polishes performed similarly: 22 first places, with share of market ranging from 37% in Milwaukee to 56% in Sacramento. Revlon hair sprays in pressurized cans won 15 first places in its category, being trailed by Helene Curtis with 7. Revlon's dominance in hair sprays spanned from 17% in Milwaukee to nearly 40% in the Duluth-Superior area.

Revlon's gross sales in 1957 amounted to \$95,174,546 as against a 1956 performance of \$85,767,651. Its profit from operations came to \$19,444,657 in 1957 as compared with \$19,376,260 in the year previous. Since Nov. 22, 1957, Revlon's sales and profit figures have

included those of the Knomark Mfg. Co., a leading shoe polish company (Esquire polishes), which it purchased and made a subsidiary. "In an over-all shoe polish market well in excess of \$60,000,000 a year," said Revlon's annual report, "Knomark's Esquire brands hold the largest share." Knomark sales were estimated by ADVERTISING AGE at between \$15,000,000 and \$20,000,000 a year.

Revlon sales (including Knomark's) for the first half of 1958 were \$52,522,000, compared with \$47,156,000 for the same period last year. Net profits were \$4,615,000, compared with \$4,502,000 for the first half of 1957. Both sales and profits were the highest in the company's 26-year history.

About 50% of the company's sales in 1957 were accounted for by products "developed in Revlon laboratories and introduced since 1950." New products put on the market in 1957 included Aqua-Spray Mist and Intimate Spray Mist, Touch & Glow pressed powder, a jewelry-designed metal compact called Futurama, Waterproof Cream mascara, Clean & Clear (for very dry skin), Liquid Asset, a skin conditioner, Seven Wonders, a skin cream, and Baby Silicare powder.

At the end of 1957, Revlon planned to introduce a number of other new products in 1958. These included Revlon Living Curl, a new type spray, Clear-o-Dan shampoo, a Silicare hand cream, Hi & Dri, roll-on deodorant, three new gold shades of its "Frosted" nail enamel, Thin Down (a reducing aid) and Fine & Handy, a liquid detergent. Thayer Laboratories, which was set up in 1956 by Revlon, plans to bring out three new medical products this year. These include Femicin, "a tablet for the relief of the complex pathology that often accompanies menstruation."

Revlon went through a highly active year on the agency front in 1957, an activity that carried over into 1958. There was a shuffling and re-shuffling of executives that culminated in the biggest switch of all last June, when Martin Revson quit as exec vp.

Last September Revlon broke up with Batten, Barton, Durstine & Osborn, after nearly a two-year stay with that shop, during which billings grew from \$2,000,000 to about \$7,000,000. Other Revlon agencies divided the BBDO accounts. Warwick & Legler got lipsticks, nail enamel, Touch & Glow, eye makeup, rouge, Eye Drops and manicuring aids, plus "\$64,000 Question" and "\$64,000 Challenge." C. J. LaRoche, one of Revlon's older agencies, added Satin Set and "Walter Winchell File" (ABC-TV). Dowd, Redfield & Johnstone got Eye Fresh. The revisions gave Warwick & Legler and LaRoche about \$5,000,000 each of Revlon billings, while Dowd, Redfield was working on some \$3,500,000 and Emil Mogul Co. had \$2,500,000.

Two months ago Revlon resumed its account shifting, announcing the transfer of Satin Set from LaRoche to Mogul; Clean & Clear to Warwick & Legler; Silicare from Dowd to Warwick; Silken Net and Aqua-Spray from Mogul to LaRoche, and Maxwell Sackheim Co. getting a new product from Mogul called Clear-o-Dan dandruff remover shampoo. When the dust settled, it was believed Mogul had dropped about \$200,000 in billings and gained some \$2,000,000 and that Warwick had added about \$1,000,000 in the Silicare switch. LaRoche lost about \$1,000,000 with Satin Set.

Things were popping in personnel, too, at Revlon. Adam Lynn, vp in charge of sales and

second man in the marketing hierarchy behind Martin Revson, left at the end of 1956 to become vp in charge of domestic marketing, a new post, at Chesebrough-Pond's. His successor was Charles R. Ruston, who had been vp and general manager of Revlon International Corp. But George Kirk, formerly with International Latex, recently became vp in charge of sales. Robert Bragarnick, formerly with the Biow Co. and Ted Bates, joined Revlon in 1956 as

vp in charge of merchandising. But he resigned last October to join Joseph E. Seagram & Sons on Dec. 1 as vp in charge of marketing. William Dahlman, manager of product promotion, quit last March to join BBDO as a marketing executive.

In June this year, the personnel changes bubbled over to include Martin Revson's resignation as exec vp and a director of the company, a move which had been expected by the trade for several

months preceding, although no one seemed certain why it was happening. Martin's departure left only one brother, Charles, of the three who were with the company since its small beginnings in the 1930s. Joseph Revson has been in retirement for some years. No successor has been named to Martin at this writing.

The week Martin's resignation was announced, Revlon continued its upheavals by appointing E.

**Man Alive!**  
That's What Advertisers Reach in  
**The Sporting News**  
National Baseball Weekly—St. Louis, Mo.  
280,000 Copies Weekly  
With 98% Male Readership  
Largest Newsstand Sale of Any Sports Weekly  
Published Weekly Since 1886—70 Continuous Years

**MEMO**

**WKY-TV 4**  
OKLAHOMA CITY

TO: All Katz Associates  
FROM: Jim Terrell  
SUBJECT: Nielsen Coverage Survey #3-1958

Please see all time buyers soon as possible with 1958 Nielsen #3 information.

Stress the one basic fact that:

Based on monthly coverage

**WKY-TV delivers 8% more homes than the 2nd station.**

**WKY-TV delivers 43% more homes than the 3rd station.**

(Incidentally, the figures for weekly coverage show the same spread of superiority between WKY-TV and the other stations.)

Remember, these are homes in the Oklahoma City market.

No fringe County coverage in adjoining states is included.



**ASK YOUR KATZ MAN** to show you the A.R.B. figures, too. The combination of #1 coverage plus #1 viewer preference is the reason why more people make up their minds to buy while watching WKY-TV than any other station in the area.

**WKY-TV** NBC—Channel 4  
**OKLAHOMA CITY**

WKY Television System, Inc.  
WKY-TV, Oklahoma City; WKY RADIO, Oklahoma City  
WTVT, Tampa; St. Petersburg; WSFA-TV, Montgomery  
Represented by THE KATZ AGENCY

William Mandel to the newly-created position of assistant to the president, replacing him with William Siegel, formerly director of advertising for Coty Inc., and named David North, former ad manager of Martinson's coffee, to a post as product advertising manager.

In March last year, Revlon boosted the top prize on "The \$64,000 Question" to a potential \$256,000—"to keep up with the times." The move was regarded as Revlon's way of fighting back at the competing "Twenty One" television show in which Charles Van Doren made a national name for himself. By last October, the critics were saying that "Question"—then over two years old—was hitting the skids. But the show's Trendex seemed to be holding up. While it was not near its premiere season ratings in the 40s, "Question" was running from 19 to 29.

The plan is for "Question" to return this fall, co-sponsored by Lorillard, in the time period that has been occupied by "\$64,000 Challenge." Also in the coming season, Revlon has bought a half-hour weekly on Garry Moore's new nighttime variety telecast on CBS.

■ In the financial area, Revlon purchased 150,000 shares over a period of months in the first half of 1957 in the Schering Corp. In its annual report, Revlon lists among its assets: "Investment in capital stock of Schering Corp., at cost which approximates market... \$11,680,451." The report pointed out that Schering is a manufacturer of ethical drugs that "has demonstrated a marked capacity for extensive and productive research, stability and constant growth." Last June Revlon announced ownership of more than 8% of Schering, and there was speculation that Revlon was attempting to buy stock control of Schering on the open market, but Revlon issued a statement in which it said it had decided it would be "unwise" to pioneer an operation in the ethical drug field, though it was interested in diversification and therefore it was making "a substantial investment in an ethical drug company embodying extensive research, stability and growth possibilities."

ADVERTISING EXPENDITURES

	1957	1956
Newspapers .....	\$ 1,138,766	\$ 1,120,259
Magazines .....	1,469,144	1,341,578
Farm Publications .....		8,250
Network Television .....	7,019,042	5,002,328
Spot Television .....	187,840	1,817,870
Outdoor .....		
Total Measured .....	9,734,734	9,200,485
Total Unmeasured .....	7,265,266	6,212,594
Estimated Total .....		
Expenditure .....	17,000,000	15,503,079

MARKETING PERSONNEL  
Sales

George Kirk, vp in charge of sales  
Joseph Cassidy, sales manager  
Raymond Marcus, marketing manager

Advertising

George Abrams, advertising vp  
William Siegel, advertising manager  
D. Peter Bowles, manager of product promotion  
Corinne Cooper, sales promotion manager  
Jerry Friedman, media manager  
George Feld, television coordinator  
Bea Castle, fashion promotion

Product Assignments

Margo Mallory—lipsticks, Futurama, nail enamel, manicuring implements, nail products, gift sets  
Tom Quinlan—Satin-Set, Silken-Net Aquamarine shampoo, Top Brass, Touch and Glo dandruff remover shampoo  
Stephen Rose—Clean & Clear, Love Pat, black head remedy, Fashion Plate, Hi & Dri deodorant stick  
David North—Silicare hand and body lotion, Eye Fresh Baby Silicare and Sun Bath  
Mary Bailey—Moon Drops, Waking Beauty, Build-Up, White Sable, Second Nature, Skin Normalizer, new face cream, Intimate, Fire and Ice, Spray Mist, Aquamarine talc, soaps, bath products

ADVERTISING AGENCIES

Warwick & Legler—lipsticks, nail enamel, manicure products, Silicare Lotion and Hand Cream, Clean and Clear, Touch & Glow liquid make-up and face powder, Eye Makeup, a new facial cleanser, "The \$64,000 Question," "The \$64,000 Challenge" and "Bid 'n Buy"—

Russ McDonnell, account executive.

Emil Mogul Co.—Satin Set hair spray, Aquamarine shampoo, Top Brass deodorant for men, Hi & Dri roll-on deodorant, Top Brass hair preparation, Richard Lockman, account supervisor.

C. J. LaRoche & Co.—Silken Net, Aquamarine Spray Mist, Ultima and one other new facial preparation, Love Pat, Moon Drops, White Sable, Waking Beauty, Build-Up, Second Nature, Intimate cologne, Liquid Asset Intimate Spray Mist—Ken Beirn, account supervisor; Jerome Roscoe and Hugh Foss, account executives.

Dowd, Redfield & Johnstone—High Gloss hair spray, Sun Bath, Thin-Down, Baby Silicare lotion and powder—Wes Woodbridge, account supervisor.

Maxwell Sackheim & Co.—Clear-o-Dan shampoo, Delimine tablets—Sherman Lurie, account executive.

Charles W. Hoyt Co.—ethical advertising for Silicare and Baby Silicare powder and lotion—Win Hoyt, account supervisor.

Heineman, Kleinfeld, Shaw & Joseph—Home Beautiful room deodorant—Mort Heineman, account supervisor.

Irving Serwer Advertising—Princess Borghese cosmetics—Irving Serwer, account supervisor.

### R. J. Reynolds Tobacco Co.

R. J. Reynolds Tobacco Co., Winston-Salem, N.C., was the nation's 12th largest advertiser in 1957, with total expenditures estimated at \$32,000,000, of which \$25,748,102 was in measured media. The previous year's expenditures for advertising were believed to be about \$30,000,000, of which \$23,607,526 was in measured media. Indications for 1958 are that expenditures will continue their upward climb because of the price increase in Camel and Cavalier cigars and the continuing sales growth of the filter-tip cigaret.

First quarter sales for the company in 1958 hit \$254,462,000 as against \$236,612,000 for the comparable period in the preceding year. Net earnings rose approximately 25% with first quarter earnings of \$17,019,000 in 1958 as compared to \$13,133,000 in 1957. The company reported that these sales and earnings figures indicate that Reynolds moved from second to first place among all tobacco manufacturers.

■ Sales for the 1957 full year established a new record and for the first time in the company's history exceeded the billion mark, reaching \$1,053,325,579. This represents an increase of \$95,958,733 or a gain of 10% over the previous high year, 1956. Prior to that the high was \$881,424,299 in 1952. Net earnings in 1957 were \$64,160,000, compared with \$61,912,680 in 1956.

Although the cigaret industry is characterized by new blends, new brands and perennial new packaging, Reynolds for many years continued successfully without innovations. It even has used virtually the same identical Camel package which its founder, Richard J. Reynolds, introduced in 1913. Ten years ago Reynolds introduced a new product, Cavalier, in answer to the demand for a mild cigaret. In March of 1954 the manufacturer marketed its filter cigaret, Winston, before the competition had become firmly established and in its third major move in many years, Reynolds introduced a mentholated filter cigaret, Salem, in 1956.

■ During 1957 Salem moved up from 15th to 13th place in annual cigaret sales. The company's annual report stated that it was the country's leading filter-tip, mentholated cigaret in 1957. Reynolds stated that another new product, Carter Hall smoking tobacco, had met with good acceptance during the past year. Winston continued to hold first place among filters and moved from fifth up to fourth in over-all brand rankings, as reported in *Business Week* standings. These gains aided Reynolds in edging up a small percentage from 27.0 to 27.7% in estimated per cent of domestic cigaret market to-

wards the pace-setting American Tobacco Co. Although Camel again topped the list in unit sales with 67.0 billion, it still was 6.0% off the 1956 pace. Cavalier, which declined from 15th to 17th place in 1956, continued its decline by dropping to 18th in 1957.

Of its total advertising expenditure for 1957, Reynolds spent more than half—or \$13,201,584—for network television. \$2,887,630 was invested in spot tv. Major print media expenditures were divided about equally with \$4,600,007 for newspapers and \$4,723,682 for general magazines. Farm magazines accounted for \$335,209.

■ The company's network tv investments during 1957 tended towards such solid commercial fare as the "Phil Silvers Show," "Mr. Adams and Eve" and "I've Got a Secret" on CBS-TV and the "Bob Cummings Show" and "People are Funny" on NBC-TV. During the current year the ABC-TV "Adventure at Scott Island" was replaced by "Anybody Can Play," a quiz show, Reynolds became an alternate sponsor of "Playhouse 90" and will invest in a western, "The Lawman," on ABC-TV next fall. Reynolds has an additional radio investment in sports and news programs on all four networks with both tv and radio designed to reach the widest audience the maximum number of times. James J. Houlahan, president of Reynolds' advertising agency, William Esty Co., which handles all the company's brands, outlined the cigaret manufacturer's advertising last year in *Fortune* as follows: "It takes a pounding, pounding, pounding to put one idea across."

ADVERTISING EXPENDITURES

	1957	1956
Newspapers .....	\$ 4,600,007	\$ 6,517,803
Magazines .....	4,723,682	3,341,833
Farm Publications .....	335,209	370,619
Network Television .....	13,201,584	11,424,421
Spot Television .....	2,887,630	1,952,474
Total Measured .....	25,748,112	23,707,526
Total Unmeasured .....	6,251,888	6,302,474
Estimated Total .....		
Expenditure .....	32,000,000	30,000,000

MARKETING PERSONNEL

Sales

F. G. Carter, sales manager  
W. S. Smith, Jr., assistant sales manager  
B. K. Millaway, assistant to the sales manager  
John S. Benson, field sales supervisor  
Wayne V. Eller, field sales coordinator  
William A. Ogden, display supervisor

Advertising

Howard Gray, advertising manager

ADVERTISING AGENCY

William Esty Co.—Camel, Winston, Salem, Cavalier cigars, Prince Albert and Carter Hall smoking tobaccos—James J. Houlahan, account supervisor; Adlai S. Hardin, Thomas D. Luckenbill, Grant M. Thompson and Samuel N. Northcross, account executives.

### Schenley Industries Inc.

Schenley Industries Inc., New York, is the nation's 17th largest advertiser, with total expenditures in 1957 estimated at \$30,600,000, of which \$16,345,479 was in measured media. The previous year's expenditures for advertising are estimated at \$26,991,369, of which \$14,491,369 was in measured media.

Of the measured media, approximately 55% is represented by newspapers, 24% by magazines, and 18% by outdoor.

Schenley is engaged principally in the production, distribution, importation and exportation of alcoholic beverages of many kinds. The company has also diversified into other important consumer goods, notably ethical and proprietary pharmaceuticals, home dyes and toiletries; and also goods related to the consumer field such as livestock and poultry feeds, barrels, kegs, and industrial rum for the food and tobacco industries.

■ Its fiscal year ends Aug. 31. The last full fiscal year report, for

1957, showed sales of \$469,989,000, compared with \$404,161,000 in fiscal 1956. Net after taxes in fiscal '57 was \$10,996,000, compared with \$8,438,000 in fiscal '56.

For the nine months ended May 31, 1958, net was estimated at \$10,597,530, up 22% over the \$8,713,207 reported for the comparable period a year ago.

At the end of July, 1958, Schenley Industries sold its subsidiary, Blatz Brewing Co., Milwaukee, to Pabst Brewing Co., Chicago, for \$14,500,000. Schenley acquired Blatz in 1943 for \$6,000,000. The brewery has a capacity of 3,000,000 barrels. It ranked 24th in 1956 among the leading 25 brewers, with sales of 949,000 bbls., and in 1957 moved up to 18th position with sales of 1,247,000 bbls. It brews Blatz and Tempo beer. In '57 it invested a total of \$497,859 in measured media, with \$383,030 going into spot television, and \$114,829 into newspapers (AA, Aug. 4).

■ On some of its leading brands, Schenley in 1957 is estimated to have spent as follows: Schenley Reserve, \$800,000 in newspapers and \$376,000 in magazines; Ancient Age, \$860,000 in newspapers and \$400,000 in magazines; I. W. Harper, \$430,000 in newspapers and \$660,000 in magazines; Schenley O.F.C. Canadian, \$111,000 in newspapers and \$216,000 in magazines; J. W. Dant brands, \$410,000 in newspapers and \$700,000 in magazines; Samovar vodka, \$300,000 in newspapers and \$216,000 in magazines; Park & Tilford Reserve, \$255,000 in newspapers and \$376,000 in magazines; Dewars scotch, \$12,000 in newspapers and \$430,000 in magazines.

ADVERTISING EXPENDITURES

	1957	1956
Newspapers .....	\$ 8,295,414	\$ 7,365,790
Magazines .....	3,921,763	3,570,762
Business Publications .....	590,000	89,500
Spot Television .....	203,850	713,590
Network Television .....	271,396	
Outdoor .....	3,153,056	2,751,727
Total Measured .....	16,345,479	14,491,369
Total Unmeasured .....	14,654,521	9,000,000
Park & Tilford, included above .....	3,590,000	
Estimated Total .....		
Expenditure .....	30,600,000	26,991,369

### SCHENLEY INDUSTRIES INC.

MARKETING PERSONNEL

Lewis S. Rosenstiel, chairman and president  
Seymour D. Hesse, coordinator of advertising budget  
George Balterman, assistant coordinator

SCHENLEY DISTILLERS CO.

Sidney E. Frank, president

SCHENLEY BRANDS OF ELEGANCE DIVISION

Edgar Guttenberg, advertising director  
Jerome Elnitz, brand advertising manager

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Schenley Reserve, Schenley Golden Age gin, Bonded Schenley, Sir John Schenley, Champion bourbon and Schenley cordials—L. Carey, account supervisor; Neil Wilder, senior account executive; Walter Sattler and Jack Byrum, account executives.

Norman, Craig & Kummel, New York—N. Kornfeld, account executive for Samovar vodka.

Doyle Dane Bernbach Inc., New York—Al Lieberman, account executive for Old Stag.

L. H. Hartman Inc., New York—Arthur Modell, account executive for Cream of Kentucky.

MELROSE DISTILLERS CO.

Stanley Monach, advertising manager  
I. Scott Romer, assistant advertising manager

ADVERTISING AGENCIES

Doyle Dane Bernbach Inc., New York—Al Lieberman, account executive for James E. Pepper.

McCann-Erickson, New York—Ed Weilandt, for Gold Wedding.

Peck Advertising Agency, New York—Sanford L. Hirschberg, account executive for Melrose brands.

OLD CHARTER DIVISION

Edwin Parets, advertising director  
L. Rosenthal, brand advertising manager  
B. B. Haas, brand advertising manager

ADVERTISING AGENCY

McCann-Erickson, New York—R. Griffith, account executive for Old Charter, Echo Spring and Cascade.

### I. W. HARPER-ANCIENT AGE DISTILLERS CO.

Frank Flagg, vice president in charge of advertising  
Henry Yaris, assistant advertising manager, Kintore Scotch, Ancient Age, I. W. Harper, Schenley O.F.C. Canadian

ADVERTISING AGENCIES

Batten, Barton, Durstine & Osborn, New York—Jack Byrum, account executive for Kintore Scotch and Schenley O.F.C. Canadian.

Doyle Dane Bernbach Inc., New York—Sam Frankel and J. Lane, account executives for Ancient Age.

Kleppner Co., New York—J. Collins, account executive for I. W. Harper.

### PARK & TILFORD DISTILLERS CO.

Edwin Parets, advertising director  
L. Rosenthal, brand advertising manager

ADVERTISING AGENCY

Emil Mogul Co., New York—Ed Klein, account executive for Park & Tilford Reserve, Kentucky Bred, Private Stock and Scottish Majesty.

### PARK & TILFORD TINTEX DIVISION

Fred Swackhamer, advertising manager for Tintex, Winox and Fragrance

ADVERTISING AGENCIES

Emil Mogul Co., New York—Ed Klein, account executive for Tintex.

Grant Advertising, New York—L. Stapleton, account executive for Winox and Fragrances.

### SCHENLEY IMPORT CO.

Bernard Goldberg, advertising manager

ADVERTISING AGENCIES

Peck Advertising Agency, New York—Sanford Hirschberg, account executive for Ron Caroca, Marie Brizard cordials and Dubonnet.

Kleppner Co., New York—Leon Balsam, account executive for Cook's champagne, Cherry Heering, Bertolli chianti and vinrosa, Carlton House cream sherry, Oxford Club gin, Del Prado sherry, Huntington port, and Dewar's White Label scotch.

### BRANDY DISTILLERS CO.

Sanford Rose, advertising manager for J. Baret Brandy, DuBouchett cordials and brandies, L'chayim brandy, Coronet brandy, Instant Cocktails for Two

ADVERTISING AGENCY

Norman, Craig & Kummel, New York—N. Kornfeld, account executive.

### DANT DISTILLERS CO.

Robert Franklin, advertising director  
Irwin Schwartz, advertising manager for J. W. Dant, B. P. R., Ultra De Luxe, Pebbelford, Olde Bourbon and Greenbrier

Chris Herchelroth, advertising manager for Old Quaker, Sam Thompson, McCormick's Green River, Monticello, Wilken's, Belmont, Three Feathers and Gibson.

ADVERTISING AGENCIES

Kleppner Co., New York—Spencer Weil, account executive for J. W. Dant, B.P.R. Ultra De Luxe, Pebbelford, Old Bourbon, Greenbrier, Old Quaker, Sam Thompson, McCormick's Green River, Monticello, Wilken's and Gibson.

McCann-Erickson, New York—K. Griffiths, account executive for Belmont and Three Feathers.

### BLATZ BREWING CO.

Milwaukee

T. Rosenak, advertising manager for Blatz beer and Tempo beer

ADVERTISING AGENCY

Kenyon & Eckhardt, Chicago—Walter Lawrence, account executive for Blatz and Tempo beers.

### C V A CO.

San Francisco

Ken Pearson, advertising director  
C. P. Kahmann, advertising manager for Roma, La Boheme and Cresta Blanca

ADVERTISING AGENCY

Foote, Cone & Belding, San Francisco—C. Cooney, account executive for the above named brands.

### SCHENLABS PHARMACEUTICALS INC.

A. F. Gormley, vice president in charge of sales  
Dean Stubblefield, advertising manager

ADVERTISING AGENCY

L. W. Frohlich & Co., New York—Julian Farran, account executive

### NOREX LABORATORIES INC.

Donald J. Hamilton, sales and advertising manager for Amitone

ADVERTISING AGENCY

Grey Advertising Agency, New York—Ed Meyer, account executive.

### SCHENLEY INTERNATIONAL CORP.

George Sutton, advertising manager for all brands

**ADVERTISING AGENCY**  
McCann-Erickson, New York—Richard Turner, account executive.

**Jos. Schlitz Brewing Co.**

Jos. Schlitz Brewing Co., Milwaukee, the nation's 52nd largest advertiser, invested an estimated \$15,500,000 in advertising in 1957, including \$10,682,254 in measured media. This compares with an estimated 1956 total of \$12,605,035, including \$8,605,035 in measured media. Expenditures in 1958 are expected to be about the same as last year.

In 1957 the company continued the sales gains of recent years, ringing up sales estimated by ADVERTISING AGE at \$285,000,000. Volume by barrels rose to 6,024,000 bbls. from 5,941,000 bbls. in 1956. Dollar sales figures are not released by Schlitz, which is a privately held company with all outstanding capital stock owned by the Uihlein family, descendants of the founder.

■ In 1957 Schlitz continued its lead as the nation's largest selling brand (Schlitz, 6,024,000 bbls., second place Budweiser, estimated at 5,550,000 bbls.) But the company, which sells only the one brand, lost its lead as the largest brewer to Anheuser-Busch, which markets Michelob draft beer and Busch Bavarian popular price beer, in addition to Budweiser.

Schlitz is estimated by ADVERTISING AGE to have 7.01% of the nation's beer market (which totaled 84,353,696 bbls. withdrawn from bonded warehouses in 1957), compared with 7.25% for Anheuser-Busch and 5.1% for third place Falstaff.

■ Schlitz sales in the first quarter of 1958 are believed by trade sources to be off somewhat, as are national sales for the industry. In Wisconsin, where Schlitz maintains its headquarters plant (Milwaukee), sales for the first four months were reported to be down 20.5%, although the loss was partially made up by production of the company's newly modernized and enlarged Kansas City brewery.

In addition to Milwaukee and Kansas City, the company also operates plants in Brooklyn and Los Angeles, and is working for completion this year of a new 1,000,000-bbl. capacity brewery in Tampa.

■ Among the company's marketing personnel, the big news last year was the resignation by John Toigo of his \$100,000-a-year job as vp and director of marketing of Schlitz to become a candidate for the presidency of Pabst Brewing Co. in a proxy fight which Mr. Toigo and his supporters lost. Three days after Mr. Toigo's resignation in March of 1957, Schlitz dissolved its marketing department and provided for separate advertising and merchandising departments. Joseph M. McMahon Jr., former director of field advertising, was named director of advertising. Francis L. Smawley, former assistant advertising manager, was named advertising manager. Herbert E. Palaith retained his post as director of merchandising. J. Walter Thompson Co. continued as the agency.

In July of this year Richard H. Macalister, former assistant general manager, was appointed general sales manager, a post that has been vacant since 1951.

■ A breezy, much-talked-about campaign featuring coined "Schlitzwords" that portrayed beer drinkers enjoying Schlitzfests or raiding the Schlitzbox that was fathered by Mr. Toigo was almost of 1957. A 1958 spring and summer completely revamped by the close

mer campaign was launched featuring color photographs of outdoor scenes with the theme, "Move up to quality—Move up to Schlitz," as the company explained that emphasis was being switched from Schlitzwords to the exceptional quality of the Schlitz product.

Last year Schlitz hiked its expenditure in spot television by more than \$1,000,000 for a total of \$1,990,510 as the company made greater use of regional shows.

Network shows were continued, and their cost rose by about a half million to \$3,005,514. Expenditures in newspapers leaped from \$412,239 in 1956 to \$2,711,244 in 1957.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 2,711,244	\$ 412,239
Magazines .....	1,445,264	1,160,363
Network Television .....	3,005,514	2,544,207
Spot Television .....	1,990,510	638,370
Outdoor .....	1,529,722	3,849,856
<b>Total Measured</b> ..	<b>10,682,254</b>	<b>8,605,035</b>

Total Unmeasured	4,817,746	4,000,000
Estimated Total Expenditure	15,500,000	12,605,035

**ADVERTISING PERSONNEL**  
Joseph M. McMahon Jr., director of advertising  
Francis L. Smawley, advertising manager  
Bruce Butcher, coordinator of field advertising  
Loriene Warren, media manager  
R. A. Martin, manager of market research

**MERCHANDISING**  
Herbert E. Palaith, director of merchandising

**"All I hear is wmgm"**

Share of audience: up 4 months in a row. First or dominant in many rating periods. On a cost-per-proof-of-purchase, or actual sales, or any other basis of measurable results, WMGM produces action at the lowest cost of any radio station in the New York metropolitan area.

**wmgm**  
RADIO NEW YORK CITY

the liveliest station in town • 50,000 watts

The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc  
400 Park Avenue Phone Murray Hill 8-1000  
Represented Nationally by George P. Hollingbery Co.

**ADVERTISING AGENCIES**  
 J. Walter Thompson, Chicago—John Morrissey, account supervisor  
 Gotham-Vladimir, Inc., Chicago, export advertising  
 Barkin, Herman and Associates, Milwaukee, public relations counsel

**Scott Paper Co.**

Scott Paper Co., Chester, Pa., was the nation's 64th largest advertiser in 1957, with total expenditures of \$11,284,825. Of this \$6,549,565 was in measured media. This is almost double the company's level of spending in 1954 and is a slight increase over the 1956 budget of \$10,796,790.

After years of moving upward, there was a slight decline in the company's net earnings. Total net income from operations in 1957 hit \$21,560,126, compared to the record figure of \$22,355,721 in 1956. The company's annual report attributed the dip to two major conditions: (1) production from rapidly expanded manufacturing facilities exceeded the demand for paper products and (2) lower profit margins resulted from increasing costs which could not be immediately offset in full by operating economies or price advances.

However, net sales rose to \$275,006,366—or an increase of 1.7% over the 1956 figure of \$270,311,337. Sales and income both moved upward for the first quarter of 1958. Sales were put at a record high of \$70,640,114, compared with \$69,842,521 for the same period of 1957. Net income was \$5,317,858, against \$5,311,587 last year.

Attention in 1957 was focused on a "completely new" Waldorf toilet tissue. One of the oldest advertised toilet tissues, Waldorf was revised through an "air-puffed" process. Going along with the trend to color, it is being offered in pink, yellow and aqua as well as white. Decked out in a spanking new striped package, the modernized brand was introduced on the West Coast, before being marketed generally.

The big advertising push for the "new" Waldorf got under way in the spring of 1958, with \$1,157,009 being budgeted for color magazine ads, plus newspaper and supplement copy and outdoor space.

In 1957 the company pushed its Dura-Weve reinforced paper and stepped up production of paper drinking cups for vending machines. Early in the year, responsibility for sales, advertising, market research and new product development of household paper products was assigned to a vp of retail marketing. As a part of the realignment, an industrial products group was set up under the direction of a vp.

Scott Paper has a healthy share of the market in all categories where its products are entered. For paper towels, the estimated share is 65%; for toilet paper, counting all the company's brands, it's 40%; for facial tissues, 25%, and for napkins, 20%, mainly due to the "linen-like" Scotkins. An economy priced Family-Pack napkin is being tested in Providence and elsewhere.

Cut-Rite reportedly gets 80% of the wax paper market and 25% of the combined wrap market, that is including foil, plastic, etc. wraps as well as wax paper.

Network television continued to get by far the biggest chunk of Scott's ad budget, with more than \$5,000,000 allocated for time and talent costs. One of the paper company's two tv shows of the past season managed to survive and will be around for the 1958-59 competition; in this year of heavy casualties a 50% satisfaction rate

for a sponsor looks pretty good. The surviving series is "Father Knows Best," which will shift from NBC to CBS in the fall. Cancelled at the end of the spring cycle was the Gisele MacKenzie telecast.

Starting in September, the company will make a big play for the Thursday shopper, with four daytime segments on CBS-TV. Three of the segments will be carried on alternate weeks and one on a weekly basis.

Advertising expenditures for various media listed in the table below were "measured" by various statistical bureaus and associations, and the figures differ somewhat from those supplied by the company.

	1957	1956
Magazines .....	\$ 1,083,830	\$ 1,615,008
Newspapers .....	697,035	1,115,928
Business Publications .....	175,781	236,012
Network television .....	5,181,280	8,756,768
Spot TV .....	394,304	96,692
Outdoor .....	129,492	42,691
Network radio .....	787,841	179,635
Total Measured .....	8,976,043	9,945,142
Total Unmeasured .....	2,308,782	1,756,648
Total Expenditure .....	11,284,825	10,796,790

\*All figures supplied by Scott Paper Co.

**MARKETING PERSONNEL**

**Marketing**  
 H. F. Dunning, vp and director of retail distribution  
 G. W. Pepper, vp and director of industrial distribution  
 J. George Breitling, national sales manager—industrial products division  
 Paul Brown, national retail sales manager  
 Gordon Hughes, director of marketing research

**Advertising**  
 T. B. McCabe, Jr., director of advertising  
 J. C. Hirst III, media director  
 R. B. Dingfelder, advertising services manager  
 B. B. Roens, industrial product group manager  
 N. W. Markus, retail product group manager

**ADVERTISING AGENCY**

J. Walter Thompson Co., New York—retail products—Garrit Lydecker, account supervisor; James De Wolfe, Reid Roller, Dean VanNest, Willis White and Tom Wood, account executives.  
 Ketchum, MacLeod & Grove, Pittsburgh—industrial products—William J. Geisinger, account supervisor and William G. Smith, account executive.

**Shell Oil Co.**

Shell Oil Co., New York, the 55th ranking national advertiser, invested an estimated \$14,910,600 in advertising and sales promotion in 1957, including \$11,385,600 in measured media. Biggest single appropriation was \$3,119,194 for outdoor advertising. Newspapers, general magazines and spot television all got budgets between \$2,000,000 and \$3,000,000. In 1956, Shell advertising totaled \$14,750,000, of which \$10,724,349 went into measured media. The comparable figures for 1955 were \$12,500,000 and \$6,358,981.

Shell's jump from \$6,358,000 in measured media in 1955 to \$10,724,349 in 1956 stemmed mostly from the introduction of Super Shell, the super-premium gasoline, throughout a large part of Shell's marketing area, plus a heavy institutional advertising campaign in newspapers. In 1957, Shell sliced nearly \$2,000,000 from its newspaper appropriation but increased its magazine budget by nearly that much. It also boosted its already substantial spot television appropriation by nearly \$1,000,000.

Shell gasolines and oils were pushed by \$2,023,950 worth of newspaper space last year, while the company's magazine investments included \$1,147,781 for Shell Oil Co. general promotion; \$1,060,621 for Shell X-100 motor oil and \$329,093 for Shell Chemical Corp.

Shell is under an all-American management, although 65% owned by the Royal Dutch Shell group of companies which together comprise the third largest private enterprise in the world. The company ended 1957 with \$1,773-

359,000 in sales and with a net income of \$135,085,000. The comparable figures for 1956 were \$1,644,417,000 and \$135,848,000.

The company described as "intense" the competition it met in "all phases of our marketing activities" last year. "This condition was made still more acute as the trend to a lower rate of increase in demand became more evident."

Shell introduced Super Shell gasoline with TCP in a white pump in the mid-continent area in May. It also improved the qualities of its Shell Premium gas on the West Coast and of its Shell regular. The late spring saw a "new and improved" Shell X-100 premium motor oil put on the market. Fuel oil sales were "down slightly" in comparison with 1956 although the 1957 winter was about as severe as that of '56. Shell experienced "strong competition" last year from natural gas "as evidenced by the fact that the number of gas-fired heating units installed during the year substantially exceeded the number of new oil burning units." Shell sales of asphalt increased 5% at a time when the industry was experiencing a 3% decline.

Last year Shell continued in its position as the largest marketer of commercial aviation gasoline, and marked up another sales volume record in this area. In addition, the company acquired about 500 new service stations in a "continuing effort to replace low volume, substandard stations with modern units, as well as to replace locations lost" to urban redevelopment and roadway changes.

Shell Chemical Corp. saw its sales revenues in 1957 go "slightly below" the 1956 record figure, mostly because of "lower demand for industrial and agricultural chemicals." (Financial statistics of subsidiary companies are incorporated with Shell Oil Co. figures and are, therefore, not available individually.) Shell Chemical added two new products in 1957: Phosdrin insecticide and methyl parathion. In the fertilizer field, sales volume was better than in 1956 but "prices were unsatisfactory due to intense competition in what has become a much over-supplied field."

	1957	1956
Newspapers .....	\$ 2,240,129	\$ 4,215,509
Magazines .....	2,539,875	862,876
Farm Publications .....	193,392	167,673
Business Publications .....	360,000	206,000
Network Television .....	2,993,100	2,000,220
Spot Television .....	3,119,194	3,278,671
Outdoor .....	11,385,600	10,724,349
Total Measured .....	3,825,000	4,025,651
Total Unmeasured .....	11,115,600	6,728,349
Estimated Total Expenditure .....	14,910,600	14,750,000

**MARKETING PERSONNEL**

J. G. Jordan, marketing vp  
 J. L. Wadlow, marketing vp, East Coast divisions, New York  
 P. C. Thomas, marketing vp, Midwest divisions, Chicago  
 Selwyn Eddy, marketing vp, West Coast divisions, San Francisco

**Advertising & Merchandising**  
 Don C. Marschner, manager of sales promotion and advertising  
 D. C. Ross, manager of the advertising division  
 Raymond I. Post, manager of the sales promotion division  
 H. L. Curtis, vp and public relations director

**SHELL CHEMICAL CORP.**

New York

**MARKETING PERSONNEL**

L. V. Steck, marketing vp

**Sales**

G. R. Monkhouse, vp, ammonia division  
 G. W. Huldrum Jr., manager, chemical sales division  
 J. P. Cunningham, manager, synthetic rubber sales division  
 S. H. McAllister, manager, agricultural chemical sales division

**Advertising**  
 Mert H. Keel, advertising manager

**ADVERTISING AGENCIES**  
 J. Walter Thompson Co.—product advertising for Super Shell and Shell Premium gasolines, Shell X-100 motor oil, Premium Golden Shell motor oil, Shell industrial lubricants, fuel oils, chemical products, etc.—William F. Wright, account supervisor. Kenyon & Eckhardt—institutional advertising—Anderson F. Hewitt, account supervisor.

**Socony Mobil Oil Co.**

Socony Mobil Oil Co., New York, the 70th ranking national advertiser, invested an estimated total of \$11,797,000 on all advertising and promotion in 1957 in the U. S. This figure of \$11,797,000 was supplied by Socony Mobil, and it surpassed the \$11,115,381 total AA ascribed to Socony Mobil, largely on the basis of measured media reports. This figure includes about \$2,100,000 spent on advertising by Mobil's domestic affiliates, Magnolia Petroleum Co. and the General Petroleum Corp. Socony Mobil's investment in measured media ran to \$7,172,000. The figure supplied by PIB et. al. was \$6,490,281, the bulk of which went into newspapers, general magazines and spot television.

In 1956 the oil company, among the biggest in the world, spent an estimated \$11,240,000. The figure was estimated as \$12,351,750 by AA last year on advertising, including \$7,286,000 in measured media (PIB and others put the figure at \$6,351,756) and \$2,000,000 invested by its affiliates.

Advertising of various Socony products and divisions was divided something like this:

Of Socony's \$2,508,000 (company figure) investment in newspaper advertising, the lion's share—\$1,782,904—was for Socony gasoline and oils. Socony's \$1,763,000 investment in spot tv was for gasoline, motor oil and service. The company's \$1,443,000 investment in magazines was spread out to push all products except farm, with Mobiloil getting the biggest single chunk, \$533,440, and Socony industrial lubrication getting the next biggest, \$195,425. The network tv expenditure of \$330,000 (still the company's figure) was all for Mobilgas and Mobiloil.

The General Petroleum Corp. affiliate invested \$597,136 in newspapers and \$98,270 in spot tv for Mobil products last year, while Magnolia Petroleum, the other affiliate, was spending \$135,358 in newspapers and \$185,920 in spot tv. Socony Mobil last October began alternate week sponsorship of "Trackdown" (CBS-TV) on Fridays between 8 and 8:30 p.m.

Socony Mobil sales in 1957 came to \$2,976,103,847, compared with \$2,750,299,937 in 1956. The addition of \$42,243,859 in dividends and interest in 1957 put the company's gross income at \$3,018,347,706. It was the first time that volume had surpassed the \$3 billion level. Socony Mobil's net income last year was \$220,432,894, as compared with \$249,503,667 the year before. While sales were ahead of 1956 by 8% last year, expenses advanced some 12%.

A considerable part of Socony Mobil's \$3 billion of gross income came from overseas operations. Its affiliate, Mobil Overseas Oil Co. Inc., markets in 50 countries and has a separate advertising department and budget.

Socony Mobil sells a long line of petroleum products, most of them under the Mobil brand name. Among its products are Mobilgas Special, Mobilgas R, Mobiloil, Mobilgrease, Mobilheat, Mobilgas Marine, Mobiloil Special and Mobiljet. The full line of products is sold in 44 states (including Alaska) and the District of Columbia. Mobil companies own and operate 18 refineries from which Mobil products emanate. Twelve of the

refineries are in the U.S. and six are in Europe. Socony Mobil also has interests in ten refineries in Lebanon, Iran, Saudi Arabia, Indonesia, Japan, India, Australia and South Africa.

The company's worldwide sales averaged 947,000 barrels a day in 1957 as compared with an average of 951,000 barrels a day in the peak year of 1956. Sales in the U.S. alone amounted to 614,000 barrels daily in 1957, compared with 618,000 barrels in 1956. Socony Mobil said its marketing was affected last year by (1) the decline in general business activity late in '57, and (2) warmer than normal weather in the first and fourth quarters.

In a talk this May before a National Assn. of Manufacturers' group, V. A. Bellman, director of domestic marketing for Socony Mobil, outlined some of the areas his company is investigating in the marketing methods field alone. He put it this way:

"We're looking at our field marketing organization. We have 60 sales districts, some of which cover an entire state and any one of which is a pretty fair-sized business in itself. With the constantly changing marketing picture, we figure we never should assume we know what an ideal district is.

"We're asking how much authority to spend the company's money should a district manager have?"

"... We're asking ourselves about retailing. Ninety-nine percent of the Mobil service stations are operated by independent dealers. But we own the physical facilities in many stations, lease others, paint most of them and always have our trademark in a dozen places, often even on the attendant's shirt. Should we be retailers, or wholesalers, or both?"

"... Are there some lines of oil marketing we ought not to be in? We used to be one of the largest makers of candles in this country. We're not in that business now. We used to sell fly-spray. We don't now. Are we selling other things that we shouldn't? By the same token, we're asking whether there are some things that we should add to the lines of merchandise we sell. We have a wonderful instrument with which to market goods. Apparently supermarkets can sell motor oil, and drug stores can sell auto accessories. Maybe there's something that we can sell at a profit that we've overlooked."

In 1957 the company spent \$20,000,000 in all areas of research. Among new products it developed last year were an industrial grease designed for lubrication of bearings which "will give outstanding performance under widely varying conditions," and a heavy-duty lubricating oil for trucks, buses and industrial equipment called Delvac Special. Socony Mobil also started construction of a nuclear research laboratory near Princeton, N.J. The company also shares ownership with nine corporations in other industries in a nuclear research reactor which will be completed in 1958.

A new credit card system was launched by Socony Mobil late in 1957 "to provide added convenience to dealers and customers in the U.S. and to lower the cost of handling the company's increasing volume of credit business." The new setup uses plastic Mobil credit cards issued for coast-to-coast use, new credit card im printers installed at Mobil stations, and the use of electronic equipment to process tickets and monthly bills at centralized credit offices.

	1957	1956
Newspapers .....	\$ 2,563,253	\$ 2,501,197
Magazines .....	1,281,507	1,164,488
Farm Publications .....	311,605	295,153
Business Publications .....	391,100	376,800



Network Television	375,750	—
Spot Television	1,139,750	1,706,010
Outdoor	427,347	308,168
Total Measured	4,625,100	6,351,756
Total Unmeasured	11,115,381	4,000,000
Estimated Total		
Expenditure	*10,483,310	**10,351,756

(\*Plus approximately 2,117,000 spent by Magnolia and General Petroleum, including \$1,016,684 in newspapers, magazines and spot tv and about \$1,100,000 in unmeasured media. Socony Mobil's total 1957 expenditure would therefore amount to an estimated \$12,600,000).

(\*\*Plus about \$2,000,000 spent by the Magnolia and General affiliates, mostly in tv and magazines, giving Socony Mobil a total estimated expenditure in 1956 of \$12,351,756).

The above figures for measured media were compiled by independent measuring organizations. According to Socony Mobil, the money it spent in measured and unmeasured media (for itself and for General Petroleum Corp. and Magnolia Petroleum Co.) in 1957 and 1956 actually was invested like this:

ADVERTISING EXPENDITURES		1957	1956
<b>Newspapers (Including Supplements)</b>			
		\$ 2,508,000	\$ 2,885,150
<b>Magazines</b>			
		1,443,100	1,332,750
<b>Farm Publications</b>			
		324,800	287,500
<b>Business Publications</b>			
		283,300	363,950
<b>Network Television</b>			
		330,000	—
<b>Spot Television</b>			
		1,763,650	1,948,850
<b>Outdoor</b>			
		519,400	548,375
Total Measured		7,172,250	7,286,575
<b>Total Unmeasured (Including Tv Talent and Production)</b>			
		4,025,100	3,053,275
Estimated Total Expenditure		\$11,797,350	\$11,239,850

**MARKETING PERSONNEL**  
Sales  
V. A. Bellman, marketing vp (director of domestic marketing)  
Glenn L. Werly, domestic marketing manager  
Advertising  
J. D. Elgin, advertising manager  
Public Relations  
Thomas W. Phelps, assistant to the board chairman

**ADVERTISING AGENCY**  
Compton Advertising—all products—Lawrence Dunham, account supervisor; Wells Brown, Joel McPherson and James Sage, account executives; Martin Hansen, marketing account executive.

**Sperry Rand Corp.**

Sperry Rand Corp., New York, the 46th largest national advertiser, increased its total advertising investment to \$16,492,000 in 1957, including \$7,480,707 in measured media. This compares with \$15,000,000 spent by the company during the preceding year. Of the 1957 total, \$7,480,707 was spent in measured media, as compared with \$6,457,777 in 1956.

Consolidated net sales recorded in 1957 were \$864,330,491, down \$7,716,748 from the preceding year, when Sperry Rand sales reached a record level of \$871,047,239. The company attributed the slide to the general business slump during the year and to changes in defense procurement.

■ While net sales held fairly close to the 1956 peak, net income after taxes plummeted 44.7% from \$49,612,352 in 1956 to \$27,481,239 in 1957. The company attributed this to "several factors," principally higher costs for production, introduction of new products, research and development and "substantial" outlays for advertising and personnel training.

Sales by major product groups in the year just ended were as follows (parenthesis indicates per cent of sales in previous year):

■ Instrumentation controls and systems, 39% (40%); business machines, equipment and supplies, 33% (31%); hydraulic equipment, 10% (11%); farm equipment, 8% (7%); and other products and services, 10% (11%). Sperry Rand said that despite the general downturn in business in the latter part of fiscal '58, sales of commercial products to domestic customers showed an increase and accounted for about 38% of its total annual business. Foreign sales—about 21% of total business—were slightly higher than those recorded in 1956, with shipments under U. S. government contracts representing an additional 41% of the 1957 total.

Principal consumer division of the company is the Remington

Rand division, New York, which makes typewriters, business machine supplies, systems equipment and supplies, adding, accounting and calculating machines, tabulating machines, electronic computers, library and museum equipment, photographic records equipment and electric shavers.

■ New products introduced by the division last year included the Aristocrat Kardex, visible record equipment; the DX-94, an improved multiplying-dividing-adding machine; the REP II, a reader-enlarger-processor microfilm camera; an improved electric typewriter with a proportional-spacing feature; an encoding and decoding electric typewriter; and

a complete new line of Modular office furniture.

Other products introduced by Remington Rand during 1957 were the Rollectric, Auto-Home and Princess electric shavers. These received heavy support throughout the year in print media and on network tv. Special promotions also pushed the new shaver line (One notable example: Remingtons' "Share of America" contest in Oct.-Nov., '57).

■ Sperry Rand's other principal consumer division, New Holland Machine Co., New Holland, Pa., produces grassland farming machinery. During the year the company developed and produced the Super Hayliner, a high capacity

baler. The company also puts out a wire-tie and twin-tie baler and is currently promoting its Production-Line-Silage, a system in which silage crop is handled automatically with company-produced forage harvester, self-unloading forage wagon and forage blower. Sales of products by this company accounted for 8% of Sperry Rand's consolidated sales reported in 1957.

Other major divisions of Sperry Rand are:

Sperry Gyroscope Co., Great Neck, N. Y.—military and commercial aircraft instruments and flight control devices, navigational radars, missile guidance radars, radar test sets, klystron transmitting tubes, gyroscopic devices,

navigation systems, weapons tracking systems, air surface and subsurface armament systems. Other companies within the Sperry group are: Wright Machinery Co., Durham, N. C.—automatic packaging and electronic weighing systems; and Wheeler Electronic Corp., Waterbury, Conn. Wheeler produces tv, radar and radio components, sound-powered telephones, cable harness assem-

**Walter E. Barber Co.**  
NEW YORK • CHICAGO  
A widely respected firm of seasoned professionals  
**Magazine Publishers Representatives**  
516 Fifth Ave., N. Y. C.  
MU 2-5253

**BIG LEAGUE RADIO**

Mid-America tunes to KMOX Radio for "Big League" listening. "The Voice of St. Louis" scores consistently with diversified programming, never relegated to a background accompaniment role.

The ninth-inning homer in a Cardinal ball game... the authoritative voice of a respected newscaster... a favorite CBS Radio Network drama... a lively local personality show... a thoughtful public interest feature: these are the components that build 24 hours of foreground listening. The recent listener-attitudes study by Motivation Analysis, Inc., points up this qualitative audience superiority. KMOX listeners really listen.

More of them listen, too. The Cumulative Pulse of December, 1957 shows KMOX Radio delivers more different homes daily and weekly than any other St. Louis station. Commercial messages reach more people in a climate of authority and believability.

If you want to increase your sales score in St. Louis, choose the first team, KMOX Radio.



Represented by  
**CBS RADIO SPOT SALES**

**KMOX** CBS  
50,000 Watts  
**RADIO**  
"THE VOICE OF ST. LOUIS"

blies and coil windings and assemblies.

■ **Ford Instrument Co.**, Long Island City, N. Y.—aircraft and vehicular navigation computers, missile launching and guidance computer, naval fire-control computers, nuclear reactors, controls and instruments. (Operational and sales control is lodged with Ford Instrument Group for Sperry Farragut Co., Bristol, Tenn., maker of military systems and equipment.)

Vickers Inc., Detroit, Mich.—Machinery Hydraulics, Aero Hydraulics and Mobile Hydraulics divisions (operational and sales control lodged with Vickers for Tulsa Winch division, Tulsa, Okla., and Vickers Electric Products division, St. Louis, Mo.); complete hydraulic systems, transmissions, hydraulic power steering, winches, power take-offs, magnetic amplifiers, magnetic particle clutches and brakes, selenium rectifiers, arc welders and servo amplifiers.

■ In the Sperry Rand stable in 1957, Remington Rand division was the principal advertiser, accounting for more than 80% of the total budget.

A breakdown of Publishers Information Bureau figures for 1957 shows the following expenditures by Sperry Rand for some of its principal consumer products: Shavers and business machines in network television, \$2,949,301, up slightly from \$2,354,960 spent in this medium the previous year; men's shaver toiletries and business machines, notably typewriters, in network television, \$1,307,841; shavers in spot television \$8,180, plus an additional \$92,380 in spot television for Remington typewriters. Total expenditures in network and spot television during the year was \$4,257,142, up nearly \$1,000,000 from the previous year's spending in the medium.

■ In 1957, Remington Rand division accounted for nearly 50% of the typewriter industry's increase in unit sales of portable typewriters made in the U. S. Combined on a worldwide basis, the division continued to be the largest selling maker of office and portable styles; and in 1957 chalked up the best sales year ever recorded in the 21 years electric shavers have been produced by Remington.

Consumer product spending for advertising in the general magazine category during the fiscal year was \$2,069,805, as compared with \$2,048,806 spent during 1956. The breakdown: Ford precision instruments, \$80,560; electronic computer systems, \$157,552; filing systems and equipment, \$184,870; printing calculators, \$191,879; and standard typewriters, \$78,733. For Remington portable typewriters, the company spent \$253,540 in general magazines and \$78,210 in newspapers. Non-television spending for electric shavers was \$225,642 in general and farm magazines and \$16,000 in newspapers, a total of \$241,642.

■ The "Share of America" contest for electric shavers cost the company in 1957 an additional \$159,892, of which \$134,052 was spent for advertising in general magazines and \$25,840 in Sunday supplements.

The company also spent \$200,658 in general magazines for women's shavers; plus \$245,748 in farm magazines for New Holland crop machinery and accessories.

While measured media figures place network television spending by the company at \$4,257,142, the company says that total amount of spending in this category is considerably higher when costs of

talent are included.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers .....	\$ 226,842	\$ 110,296
Magazines .....	2,069,805	2,048,806
Farm Publications .....	307,598	362,149
Business Publications .....	517,500	498,600
Network Television .....	4,257,142	3,139,464
Spot Television .....	101,820	232,000
Outdoor .....	57,428	—
Total Measured .....	7,466,707	6,457,777
Total Unmeasured .....	9,011,293	8,542,223
Total Estimated .....	16,478,000	15,000,000

#### Remington Rand Division (New York)

**MARKETING PERSONNEL**  
Marcel N. Rand, exec vp and general manager, Stamford, Conn.

H. C. Landsiedel, vp and general manager, electric shaver, Bridgeport, Conn.

H. J. McGuire, vp and general manager, international division, New York.

**Sales**  
H. A. Hicks, vp for sales of machines, supplies and dealer sales, New York.

R. O. Elliott, assistant general sales manager for machines and supplies, New York.

S. P. Bland, general sales manager for dealer sales, New York.

H. V. Widdows, vp for sales, Univac and systems-photo records, New York.

H. L. Mailey, vp and general sales manager for systems and photo-records, New York.

J. D. Hazzard, assistant general sales manager for Univac, New York.

R. D. Brown, assistant general sales manager for systems and photo-records, New York.

A. C. Bartoni, general sales manager for electric shavers, Bridgeport, Conn.

C. W. Reifel, assistant general manager, international division, for Univac and tabulating, New York.

J. B. Chollar, assistant general manager, international division, electric shavers and portable typewriters, New York.

**Advertising**  
S. H. Ensinger, vp for advertising-sales promotion-publicity, New York.

Sterling J. Hiles, manager of the advertising and sales promotion operations, New York.

A. C. Hancock, manager of publicity and publications, New York.

Arch Nadler, account manager for advertising and sales promotion of systems and photo records, New York.

William P. Most, account manager for advertising, and sales promotion of business machines, supplies and dealer sales, New York.

E. M. Kempner, account manager for advertising and sales promotion of Univac, New York.

Robert P. Clarke Jr., manager of advertising, publicity and sales promotion for electric shavers, Bridgeport, Conn.

George R. Spahn, advertising and sales promotion manager, international division, office equipment, New York.

J. G. Petti Jr., advertising manager for electric shavers and portable typewriters, international division, New York.

**ADVERTISING AGENCIES**  
Paris & Peart, New York—print media advertising on all Remington products including typewriters, business machine supplies, systems equipment and supplies (Kardex, Linedex, Index Visible, Chaindex, Speedac, Inter-locking tube reference equipment, Kolect-A-Matic accounting systems, Sched-U-Graph); insulated record protection equipment, vertical filing equipment, loose leaf equipment, steel lockers, storage shelving, adding, accounting and calculating machines, both manual and electric tabulating machines, Univac electronic computers, library and museum equipment, photographic record equipment, electric shavers—Kenneth Lee and George Gibson, account executives.

Young & Rubicam, New York—all television advertising for Remington products except typewriters—Edward Bond, account supervisor; Oliver McKee, account executive for shavers, and Raymond Jones, account executive for business machines.

Compton Advertising, New York—television advertising for Remington typewriters—Jack Rees, account supervisor; George Renner, account executive.

Locke-Johnson Co., Toronto—all office equipment lines in Canada—Gordon Hill, account executive.

Cockfield, Brown & Co., Toronto—electric shaver advertising for Canada—Oswald Kolka, account executive.

Robert Otto & Co., New York—all Remington office equipment products and portable typewriters in international markets except Canada—Stewart Fritche, account executive.

Bryan Houston Inc., New York—supervisory agency for electric shavers in international markets—Nort Leo, account executive.

**Sperry Gyroscope Co.**  
(Great Neck, N.Y.)  
**MARKETING PERSONNEL**  
Carl A. Frische, president

**Sales**  
George S. Starke, vp for sales

Frank Conace, sales manager for aeronautical equipment

R. L. Wendt, sales manager for air armament

T. W. Melia, sales manager for surface armament

C. W. Whall, sales manager for marine

J. R. Whitford, sales manager for electronic tubes

George W. Lober, sales manager for microwave electronics

R. C. Lyons, sales manager for counter-measures

R. E. Erbenraut, manager of field service engineering

**Advertising**  
Carlyle H. Jones, director of advertising and public information

K. T. Quigley, advertising coordinator

**ADVERTISING AGENCIES**  
Reach, McClintock & Co.—precision instruments, electronic marine and aeronautical missiles, weapon systems—Francis Risley, account executive.

Edward W. Robotham Co., Hartford, Conn., for Wheeler Electronic Corp.—magnet wire, coils, transformers and communications equipment, amplifier chassis—William Robotham, account executive.

**Ford Instrument Co.**  
(Long Island City, N.Y.)  
**MARKETING PERSONNEL**

Chas. S. Rockwell, president and general manager

**Sales**  
A. L. Coulson, vp for sales

**Advertising**  
S. Holt McAloney, director of public relations

Robert L. Graham, advertising manager

Edward L. Coster, publicity manager

**ADVERTISING AGENCY**  
James Thomas Chirurg Co., New York,—missile guidance systems; naval gunfire control; missile launching computers; radar drone control systems; special fusing and arming devices; aircraft navigational and weapons systems; nuclear reactors, controls and instrumentation; special purpose computers and precision components—Donald Jackson, account supervisor; Arthur Sasso, account executive.

**Vickers Inc.**  
(Detroit)  
**MARKETING PERSONNEL**

J. Frank Forster, president

**Sales**  
F. T. Harrington, vp for sales

J. T. Burns, general sales manager for aero hydraulics

A. M. Lane, general sales manager for mobile hydraulics

W. F. Driver, marketing manager for machinery hydraulics

W. J. Mocha, sales manager for Tulsa Winch division

L. W. Buechler, general sales manager for electric products

**Advertising**  
E. J. Doucet, director of advertising and public relations

**ADVERTISING AGENCIES**  
Witte & Burden, Detroit—complete hydraulic systems for airborne, industrial machinery, mobile and automotive applications, power steering—Paul Witte, account executive.

Batz-Hodgson-Neuwoehner Advertising Agency, St. Louis—for Electric Products Division of Vickers Inc.—magnetic amplifiers, magnetic particle clutches and brakes, selenium rectifiers, arc welders, servo amplifiers—C. A. Hodgson, account executive.

G. F. Sweet & Co., Hartford—for Marine and Ordnance Dept., Machinery Hydraulics Division—complete hydraulic systems and equipment for marine and ordnance applications—B. E. Burrell, account executive.

Paul Locke Advertising, Tulsa, Okla.—for Tulsa Winch division of Vickers Inc.—winches, power take-offs—Tom Tripp, account executive.

**New Holland Machine Co.**  
(New Holland, Pa.)  
**MARKETING PERSONNEL**

George C. Delp, president and general manager

**Sales**  
Ralph G. Shinabarger, general sales manager

**Advertising**  
H. Joseph Hull Jr., advertising and public relations manager

**ADVERTISING AGENCY**  
J. Walter Thompson Co., New York—farm machinery—Ken W. Hinks, account executive.

**Standard Brands Inc.**

Standard Brands Inc., New York, the nation's 38th leading national advertiser, spent an estimated \$19,000,000 in all advertising and promotion in 1957. That included \$14,915,877 in measured media. In 1956 the estimated total was \$16,567,174, including \$12,567,174 in measured media.

Among the products turned out by Standard Brands, and backed by large promotional budgets were: Black & White scotch, which was pushed with \$496,494 in general magazines and \$203,337 in newspapers; Hunt Club dog food, with \$642,854 in network tv, \$803,600 in spot tv and \$41,855 in newspapers; Chase & Sanborn instant coffee, with \$1,083,419 in general magazines, \$133,520 in spot tv and \$1,832,994 in newspapers; Chase & Sanborn coffee, with \$939,641 in magazines and \$450,837 in newspapers; Fleischmann's gin, with \$274,803 in magazines and \$229,080 in newspapers.

Standard Brands, which reported net sales of \$473,206,728 in 1956, passed the \$500,000,000 mark for the first time last year. The exact figure was \$513,858,914. Net income was \$13,837,524, as compared with \$12,094,829 in 1956.

In 1958 second quarter net sales totaled \$131,038,342. In 1957 second quarter sales were \$126,106,851. Net income was \$3,609,100 and \$3,273,000 respectively—up about 10%.

In its annual report, the company said it was placing "particular emphasis" on research and development and on an aggressive merchandising program to "establish and maintain favorable market positions" in a day of intense competition. "Advertising and sales promotion expenses," said Standard Brands, "were substantially greater than in 1956, primarily on grocery products." It put selling, administrative and research expenses at \$10,805,428.

■ In the food field here is how some of the company's major products rate:

Blue Bonnet is a leading margarine item. "Consolidated Consumer Analysis," which shows share-of-market figures for products and brands purchased in 22 U.S. markets, shows that in 1958 Blue Bonnet ranked first in six of the markets (tying with Nucoa) to lead Kraft, Imperial and Good Luck brands. Blue Bonnet's share of market in these areas ranged from 5% in Fresno to 51% in the Duluth-Superior area.

In dog foods, Standard's Kendall Fives ranked first in three of the 22 markets covered by the analysis (and is sold in only ten of these markets), trailing Gaines, Friskies and Purina. The share of market ranged from 6.9% in Salt Lake City to 20.5% in Fresno.

Chase and Sanborn's instant coffee ranked as high as third and as low as eighth in 21 markets, as its share of market ranged from 3% in Wichita to 13.1% in Honolulu. Chase & Sanborn regular coffee ranged from third to 11th place, and its share of market was as high as 10.2% in Honolulu and as low as 1% in Fresno.

■ Standard's corn processing division completed a new research laboratory at Clinton, Ia., last year, and the Fleischmann Malt-Co. finished a new lab and pilot plant in Chicago. Other research brought "highly promising new products" into development last year. These included "the improved Chase & Sanborn instant coffee with a natural coffee aroma; Sista instant decaffeinated coffee, also with a natural coffee aroma; and technical starch products for industrial use." Standard also brought out a Royal blackberry gelatin, and new Royal soup bases.

The consolidated net income of Standard Brands for the first quarter of 1958 amounted to \$3,819,542, as compared with \$3,612,453 reported for the first quarter of 1957. Net sales for the period this year were \$132,705,558—"the highest quarterly sales in the history of the company." In 1957, first quarter sales were \$129,361,348.

■ Standard, which also operates abroad, reported combined net sales of its unconsolidated international division subsidiaries, in terms of U.S. dollars, at a new high of \$26,894,618. Combined income from these subsidiaries was placed at \$1,451,066. In 1956 the corresponding figures were \$23,718,646 and \$1,194,480.

Standard Brands has seven advertising agencies in the U.S. (It named Harold F. Stanfield Ltd., Montreal, last May to introduce two unidentified new products of its Ballard division into Canada.) It dropped L. W. Ramsey Co.,

Chicago, which had handled Clinton Corn Processing products. Standard purchased Clinton Foods Inc. in April, 1956 for \$58,541,937. J. Walter Thompson Co. was named to handle the Clinton products.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers .....	\$ 3,743,465	\$ 2,963,542
Magazines .....	4,316,009	4,164,387
Farm Publications .....	188,007	220,949
Business Publications .....	501,100	482,800
Network Television .....	4,512,346	2,890,611
Spot Television .....	1,306,750	1,512,780
Outdoor .....	346,140	323,105
Total Measured .....	14,915,877	12,567,174
Total Unmeasured .....	4,084,123	4,000,000
Estimated Total .....	19,000,000	16,567,174

#### MARKETING PERSONNEL Sales

A. R. Fleischmann, general sales manager

**Advertising**  
D. B. Stettler, vp and director of advertising

Lucien Perona, advertising manager, Fleischmann Distilling Corp.

Fuller D. Baird, sales promotion manager, Special Products division

**Industrial Relations**  
Charles Glides, director

**ADVERTISING AGENCIES**  
J. Walter Thompson Co.—Fleischmann's yeast, Tender Leaf tea, Royal nuts, Di-malt, Fleischmann's frozen eggs and baking powder, margarine shortening, Clinton Corn Processing Co. products—Samuel B. Dobbs, account supervisor.

Ted Bates & Co.—Blue Bonnet margarine, Hunt Club and Fives dog foods, Royal puddings and gelatin—Allen M. Whitlock, account supervisor.

Fleischmann's gin and whiskies—Howard Anderson, account supervisor

Compton Advertising—Chase & Sanborn coffee and instant coffee, grocery—Olin Saunders, account supervisor

Wildrick & Miller Inc.—Diastafor desizing agent, Fleischmann's Irradiated yeast for animals—S. Donald Wildrick, account supervisor

L. H. Hartman Co.—Fleischmann's Black & White scotch, Churchill Kentucky bourbon

### Standard Oil Co. of California

Standard Oil Co. of California, San Francisco, through its seven U. S. marketing subsidiaries, is the nation's 73rd largest advertiser with total ad expenditures in 1957 estimated by ADVERTISING AGE to have been \$10,000,000, of which \$4,545,081 was in measured media. The previous year's expenditures were estimated to have been about \$8,500,000, of which \$3,678,119 was in measured media.

Standard Oil Co. of California operates principally as a holding company. A long-term decentralization process culminated, late in 1956, in the formation of Standard Oil Co. of California, Western Operations Inc., which took over management of the parent company's remaining direct activities in exploration, producing, transporting, refining and marketing in seven western states, Hawaii and Alaska.

The company is believed to rank sixth in size among oil companies.

■ Sales and other operating revenues for Standard of California and its wholly-owned subsidiaries were \$1,650,823,119 in 1957, according to the companies' consolidated report, an increase of 13.7% over the comparable figure for 1956 of \$1,452,520,631. Dividends and other income brought the gross income to \$1,740,004,913 and \$1,567,348,030 for 1957 and 1956 respectively.

The net profit for 1957 rose 7.6% to \$288,230,391, or \$4.56 a share, as compared with a 1956 net of \$267,890,801, or \$4.24 a share.

1950 sales were \$815,620,000, net profits \$150,804,000.

■ Standard's sales began to slip at the end of 1957, falling off 5.5% in the fourth quarter as business activity began to cool. Total sales and other operating revenues for the first quarter of 1958 were \$361,335,152, down 13.8% from the \$419,154,059 reported for the first quarter of 1957. Net in-

come for the first quarter of this year was \$57,410,817, or 91¢ a share, as compared to \$69,472,833, or \$1.10 for the same period in 1957, a decline of 17.4%.

But the decline lessened in the second quarter. Sales and other operating revenues were \$389,882,382, compared with \$419,374,624 for the second quarter of 1957. Net profit was \$59,324,626, or 94¢ a share, compared with \$66,856,154, or \$1.06 a share for the same period in 1957.

R. G. Follis, chairman, said that in the petroleum industry there are good indications that the bottom of the economic decline has been reached and an upturn is under way.

"In the past 60 days there have been promising indications of a better earnings outlook," he said in the quarterly report, "including increasing sales, stabilizing market conditions and higher production allowables in Texas and Louisiana, in response to improved consumption."

Reduction in net income from domestic sources during the second quarter was again partially offset by increased dividends from Eastern Hemisphere affiliates, Mr. Follis pointed out.

This was in direct contrast with the situation a year ago when the Suez crisis caused an abrupt decline in foreign earnings and the difference was made up from increased domestic revenues, according to Mr. Follis.

Of Standard's 117 U. S. and foreign subsidiaries and affiliates (not all are active), seven are concerned with marketing end-use products in the U.S. These are the American Bitumuls & Asphalt Co., refiner and marketer of asphalt and asphalt emulsions; the California Co., which explores, produces and markets throughout the Rocky Mountain, central, eastern and southeastern states; the California Oil Co., refiner and marketer of petroleum products throughout the eastern states; California Spray-Chemical Corp., manufacturer and marketer of agricultural sprays and plant foods in the U.S. and foreign countries; Oronite Chemical Co., manufacturer and marketer of petrochemicals in the U.S. and foreign countries; Standard Oil Co. of California, Western Operations, explorer, producer, transporter, refiner and marketer in seven western states, Hawaii and Alaska, and Standard Oil Co. of Texas, explorer, producer, refiner and marketer in Texas and New Mexico.

In addition, Standard has pipe line companies, tanker and crude oil sales companies, subsidiaries in Canada, in Central and South America, in the Caribbean area, in the Middle and Far East and in other foreign areas, research and service companies, etc.

Figures showing how much of Standard's sales are domestic are unavailable. However, according to the company's annual report, net income from the Western Hemisphere for 1957 was \$195,559,648 and from the Eastern Hemisphere, \$92,670,743. Sales of petroleum products in the Western Hemisphere were 501,331 bbls. daily; in the Eastern Hemisphere, 250,569 bbls. daily, represented by its interest in Eastern Hemisphere affiliates.

Standard's sales of industrial and agricultural chemicals ran about \$121,000,000 in the U. S. in 1957.

Of its sales of petroleum products in the U.S., about 45% was in gasoline; 20% in middle distillates, 24% in fuel oil and "other" about 11%.

The total U.S. market for highway-use gasoline was approxi-

mately 51.4 billion gallons in 1957, or, roughly, \$15 billion at retail. Of this about \$4.5 billion was in federal and state taxes.

Standard Oil Co. of California sells at both retail and wholesale levels. Gasoline and motor oil products are marketed through some 13,500 service stations in the U.S. and Western Canada. Most of the company's marketing facilities carry the Chevron hall-mark. The company's gasoline is sold in 28 states, with the Midwest the major gap in coverage. Its motor oils are distributed in all 48.

During 1957 the company introduced a new Chevron Supreme gasoline in July and a new RPM Supreme motor oil in May. "Both

constituted significant improvements in these product lines," according to the annual report.

"Demand for aviation gasoline and jet fuel continues to increase," the report says. "The company is therefore building new facilities at several airports to fulfill anticipated requirements when new jet airliners begin operation."

The marketing position of its American Bitumuls & Asphalt Co. "was improved during the year, with business again stimulated by the growing highway needs of the country."

The bulk of Standard's measured advertising expenditures for 1957 went into newspapers and outdoor with totals in each of \$1,749,413 and \$1,516,944 respective-

ly. Spot tv took \$737,290 and business publications \$400,000. Comparisons to the 1956 measured media figures show no major switches in advertising emphasis.

As might be expected, most of the measured media expenditures are for the company's gasolines and oils.

In 1957, Standard's subsidiary, California Co., appointed Rippey, Henderson, Bucknum & Co., Denver, to handle its advertising. The company markets Chevron and RPM petroleum products in Colorado, Wyoming, Montana and Nebraska. Most of its advertising is in outdoor and newspapers. The advertising was previously handled out of Standard's San Francisco ad department.

Personnel changes in 1957 included the appointment of S. Z. Natcher as manager of the parent company's public relations department, succeeding the late G. Stewart Brown. Mr. Natcher was previously president of a subsidiary in England, Iran California Oil Co.

Ad programs in 1958 for Standard subsidiaries included a stepped up spring campaign by California

**DO YOU WANT THE ACCOUNT?**

... Reach for BRAD-VERN'S!

Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.

Write: V. H. Van Diver, Sr., Woolford, Md. Phone: Cambridge 171 or 2980.



**Eye-opener for advertisers**

To get full results from radio advertising, sales and advertising executives need to understand the complex program elements which, when properly combined, give Spot Radio its tremendous selling-power. These elements are clearly defined in the John Blair Report, LOCAL RADIO PROGRAMMING, recently published. It is termed an "eye-opener for advertisers" because it brings into sharp focus the exacting skill demanded of station-

management in creating an overall program-structure that consistently builds maximum audience for the station, and sales for its advertisers. Hence the book contains a wealth of information vital to any executive charged with the responsibility of moving mass-market goods at a profit. For the complete report, write John Blair & Company, 415 Madison Avenue, New York 17, N. Y. Price, one dollar.

**JOHN BLAIR & COMPANY**

**Exclusive National Representative for:**

New York..... <b>WABC</b>	Washington..... <b>WWDC</b>	Miami..... <b>WQAM</b>	San Antonio..... <b>KTSA</b>	Wheeling-Steubenville..... <b>WWVA</b>
Chicago..... <b>WFBR</b>	Baltimore..... <b>WBFB</b>	Kansas City..... <b>WHB</b>	Tampa-St. Petersburg..... <b>WFLA</b>	Tulsa..... <b>KRMG</b>
Los Angeles..... <b>KFWB</b>	Dallas-Ft. Worth..... <b>KLIF</b>	New Orleans..... <b>WDSU</b>	Albany-Schenectady-Troy.. <b>WTRY</b>	Fresno..... <b>KFRE</b>
Philadelphia..... <b>WFIL</b>	<b>KFJZ</b>	Portland, Ore..... <b>KGW</b>	Memphis..... <b>WMC</b>	Wichita..... <b>KFH</b>
Detroit..... <b>WXYZ</b>	Minneapolis-St. Paul... <b>WDGY</b>	Denver..... <b>KTLN</b>	Phoenix..... <b>KOY</b>	Shreveport..... <b>KEEL</b>
Boston..... <b>WHDH</b>	Houston..... <b>KILT</b>	Norfolk-Portsmouth- Newport News..... <b>WGH</b>	Omaha..... <b>WOW</b>	Orlando..... <b>WBDO</b>
San Francisco..... <b>KGO</b>	Seattle-Tacoma..... <b>KING</b>	Louisville..... <b>WAKY</b>	Jacksonville..... <b>WJAX</b>	Binghamton..... <b>WNBf</b>
Pittsburgh..... <b>WWSW</b>	Providence-Fall River- New Bedford..... <b>WPRO</b>	Indianapolis..... <b>WIBC</b>	Nashville..... <b>WSM</b>	Boise..... <b>KIDO</b>
St. Louis..... <b>KXOK</b>	Cincinnati..... <b>WCPO</b>	Columbus..... <b>WBNS</b>	Knoxville..... <b>WNOX</b>	Bismarck..... <b>KFYR</b>

Spray-Chemical for its Ortho garden products. The campaign included spreads in *Sunset Magazine* and ads in supplements, newspapers and tv.

In mid-'58, California Oil Co., Perth Amboy, N.J., launched a \$2,000,000 campaign to introduce the Chevron brand in the East. The brand name is being changed from Calso to Chevron in the marketing area extending from Maine to North Carolina. California Oil is using a cartoon personality, Hy Finn, in its spot tv and newspaper advertising. Outdoor advertising and point of purchase materials also are being used.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 1,749,413	\$ 1,543,433
Magazines .....	76,995	60,025
Farm Papers .....	64,449	28,200
Business Publications .....	400,000	331,300
Spot Television .....	737,290	474,410
Outdoor .....	1,516,944	1,231,682
Total Measured .....	4,545,991	3,678,119
Total Un-measured .....	5,454,919	4,821,881
Estimated Total .....		
Expenditure .....	10,000,900	8,500,000

**PARENT COMPANY**  
San Francisco

**MARKETING PERSONNEL**  
R. G. Pollis, chairman  
T. S. Petersen, president  
**Public Relations**  
S. Z. Natcher, manager, public relations department

**STANDARD OIL CO. OF CALIFORNIA, WESTERN OPERATIONS**  
San Francisco

**MARKETING PERSONNEL**  
E. J. McClanahan, chairman  
H. G. Vesper, president  
B. W. Pickard, vp  
E. D. Thompson, general sales manager, retail  
W. A. McAfee, general sales manager, wholesale  
**Advertising**  
M. A. Mattes, manager, advertising department  
F. R. Roper, assistant manager, advertising department

**ADVERTISING AGENCIES**  
Batten, Barton, Durstine & Osborn, San Francisco—C. E. Hale, vp and account group supervisor; J. C. Warren, Richard R. Rossheim, Jerry H. Parrick and Neil J. Crandall, account executives; William R. Simpson, vp and copy chief; Robert B. McLoughlin, Alan M. Shearer and George W. Green, copy group supervisors; John Laurie, head art director; John B. Johnson and Marshall D. Potter, senior art directors; N. B. Cole, production manager; Lloyd L. Prosser, media director; Aimee Christy, research director; Charles Russell, radio-tv manager, and Elizabeth Share, head time buyer.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 1,987,297	38,500
Magazines .....	38,500	166,200
Business Publications .....	248,900	1,017,299
Spot Television .....	1,017,299	2,558,076
Outdoor .....	1,017,299	2,558,076
Total Measured .....	2,558,076	

**AMERICAN BITUMULS & ASPHALT CO.**  
San Francisco

**MARKETING PERSONNEL**  
William Turner, president  
Norman Angel, vp  
Kenneth Cundall, vp

**ADVERTISING AGENCIES**  
John O'Rourke Advertising, San Francisco—William M. Ahern, account manager; Bert Dunn, publicity director; Mary Blair, assistant publicity director; Jack Davis, art director, and Gretchen DeCol, production manager.

**ADVERTISING EXPENDITURES**

	1957	1956
Business Publications .....	\$ 82,900	82,900
Total Measured .....	82,900	

**CALIFORNIA OIL CO.**  
Perth Amboy, N.J.

**MARKETING PERSONNEL**  
E. E. Wall, president  
**Advertising**  
M. F. Barry, advertising manager  
**Public Relations**  
E. N. Britton Jr.

**ADVERTISING AGENCIES**  
Batten, Barton, Durstine & Osborn, New York—Robert Schmeltzer, vp and group head; Richard Coblens, account executive; John Bergin, copy group head; Richard Mercer, tv and radio writer group head; Jack Rindner, art director, and Jack Goldsmith, tv art director.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 303,677	21,900
Business Publications .....	21,900	351,820
Spot Television .....	351,820	429,196
Outdoor .....	429,196	1,997,593
Total Measured .....	1,997,593	

**CALIFORNIA CO.**  
New Orleans

**MARKETING PERSONNEL**  
H. C. Teasdel, president  
C. M. Tuiler, vp and director of marketing  
W. B. Wright, regional sales manager, Chevron sales division, Denver  
**Public Relations**  
S. C. Bowman, manager

**ADVERTISING AGENCIES**  
Rippey, Henderson, Bucknum & Co., Denver—Clair G. Henderson, account supervisor; James S. Curd, account executive, and Harold F. Smith, art director.

**ADVERTISING EXPENDITURES**

	1957	1956
Outdoor .....	\$ 21,915	
Total Measured .....	21,915	

**CALIFORNIA SPRAY-CHEMICAL CORP.**  
Richmond, Cal.

(Volck, Orthoz, Orthozide, Ortho, Weed-B-Gon, Bug-Geta, Ant-B-Gon, Vaportone, Isotox, agricultural and garden pesticides, fungicides and fertilizers.)

**MARKETING PERSONNEL**  
A. W. Mohr, president  
**Advertising**  
Louis F. Czufin, advertising manager  
Charles L. Schafer, assistant manager

**ADVERTISING AGENCIES**  
McCann-Erickson, San Francisco—Clarence Hestorff, account supervisor, and Carson Magill, account executive.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 340,237	38,425
Magazines .....	38,425	64,449
Farm Papers .....	64,449	10,000
Business Publications .....	10,000	81,700
Spot Television .....	81,700	534,811
Outdoor .....	534,811	
Total Measured .....	534,811	

**ORONITE CHEMICAL CO.**  
San Francisco

**MARKETING PERSONNEL**  
T. G. Hughes, president  
Norman E. Hathaway, vp, sales  
**Advertising**  
T. R. Johnson (contact only)

**ADVERTISING AGENCIES**  
L. C. Cole Co., San Francisco—W. E. Haberman, president and account supervisor.

**ADVERTISING EXPENDITURES**

	1957	1956
Business Publications .....	\$ 119,000	119,000
Total Measured .....	119,000	

**STANDARD OIL CO. OF TEXAS**  
Houston

**MARKETING PERSONNEL**  
K. H. Shaffer, president  
G. E. Wing, sales manager at El Paso

**ADVERTISING AGENCIES**  
White & Shuford Advertising, El Paso—Stanley Shuford and Dan White, partners, account executives; Howell Zinn, junior partner and art director, assistant account executive; George Linn, copy chief, and Jim Pratt, tv and radio director.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 18,292	54,870
Spot Television .....	54,870	57,624
Outdoor .....	57,624	130,786
Total Measured .....	130,786	

(Measured media figures for Standard Oil Co. of California subsidiaries are as complete and accurate as Advertising Age could make them, although some inaccuracies are possible because the measuring organizations do not make a detailed breakdown.)

**Standard Oil Co. (Indiana)**

Standard Oil Co. (Indiana), Chicago, the ninth largest industrial company in the U.S., is the 39th largest advertiser. ADVERTISING AGE estimates the company's 1957 ad expenditures at \$18,000,000, including \$9,236,602 in measured media. The 1956 estimate was \$17,500,000, including \$8,220,177 in measured media.

The company and its subsidiaries achieved sales in 1957 totaling \$2,030,000,000 compared with \$1,912,000,000 for 1956. Profits in 1957 totaled \$151,510,000 (after nonrecurring loss of \$5,886,000 from abandoning a Texas plant) compared with \$149,430,000 in 1956. Earnings per common share were \$4.27 in 1957, a bit under the \$4.33 of 1956.

The parent company, celebrating its 70th year in business this year, markets more than 2,000 products—most of them for automotive, heating, industrial, and farm and miscellaneous uses—in 15 midwest states. Its Utah Oil Refining Co. subsidiary markets Utahco products in Utah, Nevada, Idaho, Oregon and Washington, while the American Oil Co. subsidiary markets its Amoco petroleum products in the remaining 28 states. Both subsidiaries are 100% owned.

Other wholly owned subsidiaries are Pan American Petroleum Corp., finder and producer of crude oil and natural gas; Service Pipe Line Co., crude oil transporter; Indiana Oil Purchasing Co., buyer and seller of crude oil and natural gas liquids; Amoco Chemical Corp., maker and marketer of petroleum chemicals, and Tuloma Gas Products Co., marketer of liquefied petroleum gas.

Standard, the fifth largest U.S. petroleum company, produces 4% of the nation's crude oil and natural gas liquids and about 4% of its natural gas. Standard refines and markets about 8% of the nation's petroleum products and, through its vast piping system, transports about 16%. Its major marketing development of 1957 was the introduction of Standard's Gold Crown "superpremium" gasoline, together with a higher quality Red Crown regular gas. Along with this introduction, Standard repainted station pumps and promoted the whole thing as the "big change" in gas, a theme used extensively in 1957 and with additional product improvement, switched to the "big bonus" in 1958.

American Oil in 1957 introduced its new Commando premium gas in six southern states where Pan-Am Southern Corp., now part of American Oil, markets.

In 1957 Standard also undertook a reorganization of its marketing force. Its 23 major sales division offices were consolidated in eight regional offices where all necessary administrative and field staff work, including accounting, are concentrated. The sales force, which now has greater selling time, operates from 48 districts within these regions.

Standard's 1957 annual report notes, "We are continuing our program of selective modernization and expansion of retail outlets, with emphasis on increasing volume and profit per outlet. During the year, Amoco products were made available to motorists using the Sunshine State toll parkway in Florida. The parent company was the successful bidder for concessions on the Illinois toll road."

In 1957 the consolidated company served 29,870 outlets, compared with 30,140 in 1956. In 1946 the company served 30,370 outlets. On March 19, 1958, Dr. Robert E. Wilson, for 13 years board chairman of Standard, retired after 35 years with the company and was succeeded by Frank O. Prior, formerly president, who now has the title of board chairman and chief executive officer. The new president is John E. Swearingen.

**STANDARD OIL CO. (INDIANA) AND SUBSIDIARIES**

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 2,763,047	\$2,208,736
Magazines .....	38,876	12,950
Farm Publications .....	351,221	405,190
Business Publications .....	355,900	342,900
Network Television .....	837,431	845,138
Spot Television .....	1,748,820	1,704,200
Outdoor .....	9,940,387	2,706,083
Total Measured .....	9,236,602	8,220,177
Estimated .....		
Unmeasured .....	8,763,398	9,279,823
Estimated Total .....	18,000,000	17,500,000
Expenditure .....	18,000,000	17,500,000

**PARENT COMPANY**  
Chicago

**MARKETING PERSONNEL**  
Dwight F. Benton, sales vp  
A. C. Sallstad, general sales manager  
W. H. Miller, assistant general manager, marketing  
**Advertising**  
Wesley I. Nunn, ad manager  
Robert B. Irons, assistant ad manager

**Sales Promotion**  
G. D. Carroll, sales promotion manager

**ADVERTISING AGENCIES**  
D'Arcy Advertising Co., Chicago—all products and services—W. C. Edwards, vp, account supervisor. Kent Lee, account executive.  
Batten, Barton, Durstine & Osborn, Chicago—institutional—Walter Raithel, vp, account executive.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 2,243,614	\$ 1,750,835
Magazines .....	12,460	12,930
Farm Publications .....	117,379	405,190
Business Publications .....	355,900	342,900
Network Television .....	872,635	170,354
Spot Television .....	1,597,460	1,247,170
Outdoor .....	1,672,057	973,449
Total Measured .....	6,271,394	4,903,919
Estimated Total .....		
Unmeasured .....	4,728,604	5,996,981
Estimated Total .....	11,000,000	10,900,900
Expenditure .....	11,000,000	10,900,900

**AMERICAN OIL CO.**  
New York

**MARKETING PERSONNEL**  
T. A. Aldridge, marketing vp  
George M. Glazier, assistant general manager  
**Advertising**  
John Goodman, ad manager

**ADVERTISING AGENCY**  
Joseph Katz Co., New York—all products and services—William V. Linn, account executive.

**ADVERTISING EXPENDITURE**

	1957	1956
Newspapers .....	\$ 508,701	\$ 442,215
Magazines .....	26,410	660
Network Television .....	64,796	682,384
Spot Television .....	104,370	431,850
Outdoor .....	1,916,951	1,689,189
Total Measured .....	2,621,228	3,246,198
Estimated .....		
Unmeasured .....	2,378,773	3,053,802
Estimated Total .....	5,000,000	6,300,000
Expenditure .....	5,000,000	6,300,000

**UTAH OIL REFINING CO.**  
Salt Lake City

**MARKETING PERSONNEL**  
P. L. VanderJagt, sales vp  
Blaine M. Pack, general manager of marketing  
K. K. Crandall, bulk sales manager  
J. Leon Anderson, consumer sales manager  
R. H. Castleton, reseller sales manager

**ADVERTISING AGENCY**  
Gilham Advertising Agency Inc., Salt Lake City, Utah—all products and services—M. C. Nelson, account executive.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers .....	\$ 10,732	\$ 10,886
Spot Television .....	47,990	25,180
Outdoor .....	51,261	43,254
Total Measured .....	110,003	79,120
Estimated .....		
Unmeasured .....	70,000	230,880
Estimated Total .....	200,000	300,000
Budget .....	200,000	300,000

**Standard Oil Co. (New Jersey)**

Standard Oil Co. (New Jersey), the 31st largest national advertiser, invested an estimated \$21,000,000 in domestic advertising in 1957, of which \$9,023,227 was in measured media. Jersey Standard's total advertising budget in 1957 was up \$2,304,000 from 1956, when the company spent an estimated \$18,696,000, including \$8,453,033 in measured media.

Gross revenues, production and sales volume for 1957 were the highest in the company's 75-year history, although consolidated earnings were down from \$809,000,000 in 1956 to \$805,000,000 in 1957. Earnings for the first half of the year were substantially higher than the like period of 1956, due to an oil supply crisis which developed after the Suez Canal and its pipeline system were closed in the Middle East. But the last half of 1957 was marked by a failure of oil sales volume to rise, excessive inventories and a general decline in prices.

Profits continued to decline in the first half of this year. The company reported estimated earnings for the period at \$291,000,000, off from the record \$463,000,000 of the corresponding period in 1957. Revenues from sales and earnings were \$3,720,000,000, down from \$4,030,000,000 in the previous first half. During 1957, Jersey Standard reported that earnings derived from operations in the U.S. represented 25% of total consolidated

earnings. Western hemisphere outside the U. S. accounted for 55%, and Eastern hemisphere sources accounted for the remaining 20%.

Consolidated net sales during 1957 were \$7,978,314,000, up about 10% from 1956, when sales reached \$7,281,883,000. Over-all product sales volume during the year was slightly above the record volume achieved in 1956, the company reported; U.S. sales were down about 3% but foreign sales were up that much. Most Jersey affiliates in other areas showed sales gains for the year.

Standard Oil Co. (New Jersey), as the parent group, receives most of its income from dividends on its investments in a vast network of affiliates scattered throughout the free world. Jersey's affiliates number more than 50 companies marketing in 37 countries. The total advertising investment—both foreign and domestic—was about \$41,000,000 in 1957, of which \$20,000,000 was spent outside the U.S.

Each of Jersey's affiliates operates with considerable autonomy, the parent company operating primarily in an advisory and coordinating capacity. Marketing and advertising is coordinated through Jersey Standard in New York, but actual spelling out of these functions—including selection of advertising agencies—are left to executives of affiliated companies (for example, Jersey's big Creole Petroleum Corp. fired McCann-Erickson agency several years ago, but hired it back in 1957). The parent company, however, aids advertising efforts of affiliates by conducting joint seminars and distributing advertising materials on a worldwide basis.

While gross crude oil production of Jersey Standard's affiliates on a worldwide basis was increased during the year, domestic production was down, from 508,000 barrels daily in 1956 to 501,000 barrels in 1957. Humble Oil & Refining Co.—88% Jersey-owned—recorded a gross output of more than 460,000 barrels daily in the first four months of 1957, but production dropped sharply during the remaining months, finally averaging about 420,000 barrels daily, or about 3% less than over-all 1956 production. Jersey Standard attributed the slide to a "marked increase in competition, heavy inventories and consequent price weakness in many parts of the oil industry following the Suez oil shortage."

Operations of Humble Pipe Line Co. reflected sharp fluctuations in production in Texas, with over-all production for 1957 averaging 675,000 barrels daily, or about 3% less than 1956. Retail sales of gasoline through marketing outlets in Texas and New Mexico, however, increased about 2% from 986,000,000 barrels in 1956. During the year Humble introduced Golden Esso Extra into its two-state marketing area and continued expansion of retail outlets to the western limits of New Mexico.

During the year, Humble accounted for an estimated \$4,000,000 of Jersey's total advertising budget, including \$720,821 for newspaper, outdoor and spot television advertising. The remaining unmeasured expenditure went for spot radio and magazine advertising, and for dealer advertising aids.

Jersey Standard's principal domestic marketing arm is Esso Standard Oil Co., a wholly-owned subsidiary which markets in 18 states along the eastern U.S. seaboard and in the South. Esso Standard in 1957 accounted for \$13,252,200 of Jersey's \$21,000,000 domestic advertising budget.

Most of Esso Standard's advertising dollar in 1957 was spent in

print media, spot television and outdoor advertising. Of the \$5,150,800 spent by Esso in unmeasured media in 1957, the biggest chunk went for spot radio, Esso's road map and touring services, and other merchandising promotions. The breakdown: spot radio, \$1,023,400; road maps and touring services, \$1,453,000; point of sale, \$399,800; direct mail, \$450,500; merchandising material, \$240,700; cooperative appropriation, \$164,700; and unspecified, \$1,418,700.

■ Extensive print advertising in newspapers and magazines is a major element in Esso Standard's advertising program. Since 1955, the company has waged a continuous national magazine campaign boosting development of Esso research. Since cancellation of its Golden Playhouse network television program last Fall the company has been running periodic special radio and television spot announcement drives in its 18-state marketing area. Esso is currently conducting a major radio and tv campaign—tied in with newspapers and outdoor ads—for New Formula Esso Extra. In addition, Esso continues to sponsor local "Your Esso Reporter" news and weathercasts on 47 stations and is conducting a spot campaign on 50 tv stations. Radio is used in 63 markets.

While Esso Standard received the biggest advertising push in 1957, sales volume of Jersey's principal domestic marketing affiliate was down about 6% from the record volume of 328,000,000 barrels in 1956.

■ Crude oil production of Jersey's other major domestic affiliate, Carter Oil Co., was at a new high for the second consecutive year in 1957, averaging 81,000 barrels a day, an increase of about 7% over 1956. The company attributed the 1957 gain to the company's extensive water-flooding program as well as to further development of primary crude oil reserves.

Carter's Billings, Mont., refinery in 1957 began an expansion of facilities which, when completed, will increase its capacity from 25,000 to 34,000 barrels daily. The company said that the expansion program was prompted by jet fuel needs of new air bases in its western area, mounting requirements for asphalt for federal and state highway building, and the need for additional products as a result of the company's entry into retail markets in western Washington and Oregon. During the year, Carter added 77 new service stations in an aggressive expansion of its marketing program. In Portland-Seattle markets, 30 of these stations were opened simultaneously after a strong promotional campaign the company said contributed to a 12% increase in gasoline sales from 1956 levels. Carter's over-all marketing area includes about 800 stations in nine states in the mid-continent and Rocky Mountain area.

■ In 1957 Carter spent an estimated \$800,000 in advertising, of which \$620,831 was spent in measured media. The unmeasured \$179,169 went for sales promotion travel aids and maps and other unmeasured advertising expenditures, including spot radio.

An estimated \$2,947,800 was spent in sales promotion and advertising for other Standard affiliates, principally Enjay Co., which markets chemical products in the U. S.; Esso Export Corp., worldwide wholesale marketer and coordinator of Jersey's retail bunkering and aviation sales activities; Esso Shipping Co., marine transportation; and Gilbert & Barker Mfg. Co., which makes and markets oil burners and service station equipment throughout the world. Other U. S. affiliates include Interstate

Oil Pipe Line Co.; Pate Oil Co., which markets in Milwaukee, Wis., area; Oklahoma Oil Co., marketing in the Illinois, Iowa and Indiana area; and the Plantation and Yellowstone pipe line companies. Esso Research and Engineering Co., research and development arm of Jersey, does no advertising.

In 1957, Standard Oil continued its longtime relationship with McCann-Erickson, New York.

**STANDARD OIL CO. (N. J.)  
(Domestic Affiliates)**

ADVERTISING EXPENDITURES	
1957	1956*
Newspapers .....	\$ 2,682,164
Magazines .....	1,529,139
Farm Publications .....	58,112
Business Publications .....	192,800
Network Television .....	173,400
	\$ 5,442,246
	1,074,736
	—
	—
	250,761

Spot Television .....	3,191,110	2,440,400
Outdoor .....	1,505,452	1,244,890
Total Measured .....	9,023,227	8,453,003
Total Unmeasured .....	11,976,773	10,242,967
Estimated Total Expenditure .....	21,000,000	18,696,000

(\*Note: Some of the above figures, compiled by independent measuring agencies, do not coincide with those supplied by Esso Standard, given immediately below, and those estimated for Humble and Carter. For example, the newspaper figure above, \$2,682,164, is actually exceeded by the total spent in the media by Esso and its affiliates. Their total is \$2,754,166. The discrepancy may be in that outside agencies use the one-time rate in measuring, and do not allow for discounts given the advertiser.)

ADVERTISING EXPENDITURES	
1957	1956
Newspapers .....	\$ 2,682,164
Magazines .....	1,529,139
Farm Publications .....	58,112
Business Publications .....	192,800
Network Television .....	173,400

Spot Television .....	3,191,110
Outdoor .....	1,505,452
Total Measured .....	9,023,227
Total Unmeasured .....	11,976,773
Estimated Total Expenditure .....	21,000,000

**ESSO STANDARD OIL  
New York**

ADVERTISING EXPENDITURES	
1957	1956
Newspapers .....	\$ 2,271,000
Magazines .....	754,000
Farm Publications .....	56,100
Business Publications .....	191,200
Network Radio .....	97,500
Spot Television .....	3,459,000
Outdoor .....	1,369,500
Total Measured .....	8,101,400
Total Unmeasured .....	5,150,800
Estimated Total Expenditure .....	13,252,200
	\$ 3,486,600
	627,900
	48,100
	170,300
	97,500
	2,047,500
	1,172,000
	7,650,500
	5,349,500
	13,000,000

**MARKETING PERSONNEL**

Robert G. Goodykoontz, general manager, marketing  
George W. Butler, assistant general man-

ager  
John A. Miller, manager, service station sales  
Charles W. Bohmer Jr., manager, industrial sales  
A. A. Diffeey, manager, operations  
**Advertising**  
Robert M. Gray, advertising and sales promotion manager  
Vernon G. Carrier, manager, industrial advertising  
William N. Farlie, manager, advertising-sales promotion operations  
Thomas W. Wilson, manager, motor products advertising

**IS IT EXCITING?**  
Are your headlines "stoppers"? Are they intriguing? Is the copy HUMAN INTERESTING? Does it tell, sell, impel? Bott makes advertising exciting-inviting! Want evidence? Phone HA 7-9187.  
*"That Fellow Bott"*  
Leo P. Bott, Jr., 84 E. Jackson, Chicago

# THE STRONGEST SELLING FORCE IN RHODE ISLAND



**Market Facts:**

Population  
**834,600\***

Effective Buying Income  
**\$1,441,087,000**

Retail Sales  
**\$936,498,000**

\*This does not include the substantial number of Mass. and Conn. families covered by Journal-Bulletin circulation.

New England's second largest market is a nationally-accepted proving ground—compact, stable and isolated—a city-state market selected year after year by the leading advertisers for testing new products, new packaging and merchandising ideas, and dominated by The Providence Journal-Bulletin, recognized among the most productive newspapers in the country.

Reach, influence and sell the mass buying-power of this "A" schedule area (ABC Providence 513,275) with consistent advertising in The Providence Journal-Bulletin—the strongest selling force in Rhode Island, with coverage of more than 100% in ABC Providence and over 80% in the city-state area.

**Journal-Bulletin Circulation, over 200,000**  
**Providence Sunday Journal, more than 185,000**

## Providence Journal-Bulletin

Represented Nationally by WARD-GRIFFITH CO., Inc., with offices in New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Charlotte and Portland (Ore)

**ADVERTISING AGENCY**

McCann-Erickson Inc., New York—all products—Richard J. Farricker, management service director; A. B. Goodhall, service group head; John A. Powers, senior account executive (service station products); Carl J. Smith, senior account executive (sales promotion); Paul E. Funk, senior account executive (industrial & trade)—for household specialties including insecticides—Edward D. Noakes, management service director; John T. Beresford, service group head; L. D. Sage, account executive.

**HUMBLE OIL & REFINING  
Houston**

**ADVERTISING EXPENDITURES**

	1957	1956*
Newspapers	\$ 308,528	\$ 500,000
Outdoor	232,533	350,000
Spot Television	179,760	600,000
Total Measured	720,821	1,450,000
Total Unmeasured	3,279,179	1,260,000
Estimated Total	3,999,999	2,710,000
Expenditure	4,000,000	2,710,000

\* Estimated figures.

**MARKETING PERSONNEL**

Harry W. Ferguson, vp in charge of sales, refining

**Sales**

Frank A. Watts, general sales manager  
Roy M. Stephens, assistant general sales manager  
Choyce Allison, manager of retail sales  
J. W. Austin, manager of wholesale sales

**Advertising**

G. A. Mabry, manager, advertising and public relations  
A. B. Penny, assistant manager, advertising and public relations

**ADVERTISING AGENCY**

McCann-Erickson, Houston—all products—Joseph P. Wilkinson, account executive.

**CARTER OIL CO.  
Tulsa**

**ADVERTISING EXPENDITURES**

	1957	1956*
Newspapers	\$ 174,638	\$ 300,000
Spot Television	73,290	300,000
Outdoor	54,000	70,000
Total Measured	301,928	670,000
Total Unmeasured	179,100	96,000
Estimated Total	481,028	766,000
Expenditure	480,000	766,000

\* Estimated figures.

**MARKETING PERSONNEL**

John M. Sprague, vp, marketing and manufacturing, Billings, Mont.  
C. D. "Colonel" Hill, manager of marketing, Billings

**Sales**

J. R. Fleming, sales manager, Seattle  
S. M. Mitchell, sales manager, Denver  
Carl B. Yantis, merchandising manager, Billings

**Advertising**

F. Van Iderstine, advertising manager, Tulsa

**ADVERTISING AGENCY**

McCann-Erickson, Chicago—all products—Foster Wick, account executive.

**Sterling Drug Inc.**

Sterling Drug Inc., New York, is the nation's 26th largest advertiser, with 1957 estimated advertising expenditures totaling \$23,000,000, of which \$18,788,622 was in measured media. Advertising expenditures in 1956 were estimated at \$21,000,000, with \$16,455,986 invested in measured media.

Consolidated sales of the drug giant went to record levels during 1957. Net sales during the year were \$198,703,366, up 11.8% over \$177,731,471 recorded in 1956. Total sales, including those of non-consolidated subsidiaries, exceeded the \$200,000,000 level for the first time in Sterling's history. This was reflected in the greatest volume gain in sales for any postwar year, pushing the company's net profit after taxes to a record \$18,814,704, exceeding the previous high of \$16,918,594 in 1956.

Sterling's sales and earnings picture continued bright this year, with the company reporting record earnings of \$8,774,984 for the first half, up about 7.8% from the like period in 1957. Net sales showed an even sharper rise, with 1958 first half sales of \$104,848,625 representing a boost of 10.8% from the corresponding period in 1957.

Sterling lists 1957 sales by major product categories, as follows: medicinal preparations, \$154,560,000 (or 77.8% of total product sales); industrial products, \$22,008,000 (11.1%); and household and toilet articles, \$22,135,000 (11.1%).

Principal U. S. consumer division is National Brands, renamed

Glenbrook Laboratories in July of this year. Created in 1956 with the merger of three subsidiaries, Bayer Co., Centaur-Caldwell Co. and Charles H. Phillips Co., the division's major products are Bayer Aspirin tablets for adults and children; Phillips' Milk of Magnesia and toothpaste; Dr. Lyons dentifrices; Energene products, including lighter fluid; Haley's M-O; Fletcher's Castoria; Dr. Caldwell's laxative, Mulsified Coconut Oil Shampoo, Z.B.T. baby powder, Double Danderine, Ironized Yeast; Molle shave creams and other products.

New products introduced during the year were Bayer Nasal Spray, the first product since Bayer Aspirin to be marketed under the Bayer name; a mint-flavored companion product to Phillips' Milk of Magnesia; and Fizin Instant Seltzer.

No. 1 product in the Sterling stable, Bayer aspirin, reportedly had its best year in the U. S. and foreign market. This was attributed primarily to a worldwide epidemic in 1957 of "Asian flu," a virus for which doctors recommend liberal doses of aspirin. Significantly, the company reported that the Bayer plant in Trenton, N. J., operated at capacity during the last six months of 1957. In recent years, however, Bayer's leadership in the aspirin market has been challenged by Bristol-Meyer's Bufferin, a higher-price proprietary which reportedly leads in dollar volume but not in unit sales or share of market. Sterling's other top-seller, Phillips' Milk of Magnesia, is undisputed leader in its market.

Sterling's other major divisions are the Hilton-Davis Chemical Co., the Sterling-Winthrop Research Institute and Winthrop Laboratories.

The Hilton-Davis Chemical Co., Cincinnati, O., turns out flushed colors for printing ink industry; pigments for paints and lacquers, varnishes and compounds; optical brighteners for detergents and textiles; pharmaceutical and dye-stuff intermediates; and textile dyes and pigments. In April, 1957, Sterling acquired Thomasset Colors Inc., Newark, N. J., maker of pigments and certified colors.

The Sterling-Winthrop Research Institute, Rensselaer, N. Y., is Sterling's central research organization. During the year, the institute developed Sterling's Neo-Synephrine Compound Cold Tablet, for treatment of the common cold, and two other products, Hypaque and Telepaque, for use in x-ray examinations. The research activity also developed for Glenbrook Laboratories the Bayer Nasal Spray. In addition, it acts as coordinator and clearing house for independent research activities of other divisions and subsidiaries of Sterling.

Winthrop Laboratories, New York, is a world leader in the field of anti-malarials. During the year, the division developed Aralen as a treatment for rheumatoid arthritis. Another product introduced was Plaqueuil, used as an anti-malarial. The division also turns out a wide line of ethicals and proprietaries.

Since Glenbrook Laboratories is the principal consumer division of Sterling, it probably accounted for at least 75% of total dollars spent in consumer advertising during 1957, as estimated by AA.

Here's a breakdown of Sterling's principal advertising expenditures for major consumer products in 1957: Bayer aspirin in newspapers and magazines, \$1,469,591; Bayer aspirin for children in magazines, \$54,595; Bayer aspirin and nasal spray in network television, \$182,441; nasal spray in newspapers and magazines, \$99,650; Bayer aspirin

and Phillips' Milk of Magnesia in network television, \$3,297,008; aspirin, milk of magnesia and Phillips' toothpaste in network television, \$838,129. Sterling spent an additional \$774,178 for milk of magnesia in newspapers and magazines.

Other major expenditures: Fizin Instant Seltzer in general magazines, \$324,695; Midol tablets in magazines and newspapers, \$238,274; Z.B.T. Baby Powder in magazines and newspapers, \$354,484; Fletcher's Castoria in magazines and newspapers, \$338,511; and Haley's M-O, Fletcher's Castoria, Fizin and Antacid Analgesic (combined) in network tv, \$393,773.

In addition to magazines, newspapers and network tv, Sterling spent \$8,635,890 for consumer products in spot television. The breakdown: Bayer Aspirin, \$3,005,670; children's aspirin, \$76,580; Bayer Nasal Spray, \$8,220; Dr. Caldwell's laxative, \$207,490; Dr. Lyons' dentifrices, \$307,330; Double Danderine, \$193,010; Energene, \$332,340; Fizin seltzer, \$1,314,920; Fletcher's Castoria, \$217,920; Haley's M-O, \$767,160; Instantine, \$318,030; Ironized Yeast, \$167,210; Pepsomar, \$183,060; Phillips' Milk of Magnesia, \$1,405,850; and Z.B.T. baby powder, \$108,340.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$ 2,425,901	\$ 2,518,287
Magazines	2,619,148	2,115,430
Farm Publications	159,432	138,028
Business Publications	248,000	222,200
Network Television	4,711,351	2,638,741
Spot Television	8,635,890	8,823,300
Total Measured	18,799,622	16,455,986
Total Unmeasured	4,211,378	4,544,014
Estimated Total	23,011,000	21,000,000
Expenditure	23,000,000	21,000,000

**GLENBROOK LABORATORIES  
(National Brands Div.)  
New York**

**MARKETING PERSONNEL**

Sales  
J. E. Grimm III, vp of sales  
Advertising  
F. M. Deakins, vp, product manager  
R. E. Gray, vp, product manager  
H. D. Nitchie, vp, product manager  
R. L. Steenrod, vp, product manager

**ADVERTISING AGENCIES**

Compton Advertising Agency, New York—Fizin Instant Seltzer, Instantine, Dancer-Fitzgerald-Sample, New York—Bayer Aspirin, Bayer Nasal Spray, Dr. Lyons' Tooth Powder, Energene Products, Haley's M-O, Mulsified Coconut Oil Shampoo, Pepsomar, Phillips' products.  
Brown & Butcher, New York—Dr. Caldwell's Laxative, Fletcher's Castoria, Z.B.T. Baby Powder.  
Thompson-Koch Co., New York—Campho-Phenique, Double Danderine, Ironized Yeast, Midol, Molle Shave creams, Jayne's Vermifuges, Print only—Bayer Aspirin, Bayer Nasal Spray, Dr. Lyons' Tooth Powder, Energene Products, Haley's M-O, Mulsified Coconut Oil Shampoo, Pepsomar, Phillips' products.

**WINTHROP LABORATORIES  
DIVISION  
New York**

**MARKETING PERSONNEL**

Charles B. McDermott, sales and advertising vp.  
Walter J. Cook, advertising manager

**ADVERTISING AGENCIES**

Thompson-Koch Co., New York—(trade papers only) Alevaire, Aralen, Creamalin, Demerol.  
William Douglas McAdams Inc., New York; Cortez F. Enloe Inc., New York; Harry C. Phipps Advertising, Chicago—(medical journal, direct mail, sampling) Dicoron, Hypaque, Isuprel, Luminal, Meparal, Neocurial, Neo-Synephrine, Phisohex, Plaqueuil, Pontocaine, Telepaque, Theominal, Zephiran Chloride.

**AMERICAN FERMENT CO.  
New York**

**MARKETING PERSONNEL**

J. M. Hawkins, president  
Sales  
C. C. Wood, vp, sales

**ADVERTISING AGENCY**

Cortez F. Enloe Inc., New York—Caroid and Bile salts, Astring-O-Sol, Al Caroid Dental Powder—Cortez F. Enloe, supervisor.

**GEORGE A. BREON & CO.  
New York**

**MARKETING PERSONNEL**

Frederick O. S. Spencer, president  
Charles L. Czerniak, vp, sales

**ADVERTISING AGENCIES**

Sudler & Hennessey, New York—Doxy-

chol-K, Doxegest, Broxolin, Bronkaphine, Thompson-Koch Co., New York—Home-maker Products division—Diaperene—Stuart Williams, account supervisor.

**COOK-WAITE LABORATORIES  
New York**

**MARKETING PERSONNEL**

Everett L. Hoakins, president  
Vernon W. Rooke, vp  
Max Hickman, general sales manager  
Dudley E. Latham, advertising manager

**ADVERTISING AGENCIES**

J. Voorhies Advertising, New York—Ravocaine-Novocaine-Levophed, Novocain, Novocaine-Pontocaine-Levophed, "Carpule" Positive Lock syringes, hypodermic needles—D. E. Latham, account supervisor.

**d-CON CO.  
New York**

**MARKETING PERSONNEL**

Frank A. Corbet, President  
Victor E. Moore, vp and sales director  
Louis J. Didona, advertising manager

**ADVERTISING AGENCY**

Thompson Koch Co., New York—d-Con Ready Mix, d-Con Mouse-Prufe, d-Con Ant-Prufe, d-Con Roach-Prufe—Bill Madill, account executive.

**JOHN PUHL PRODUCTS CO.  
Chicago**

**MARKETING PERSONNEL**

Stanley H. Kord, president (supervises manufacturing, marketing sales and advertising)

**ADVERTISING AGENCY**

Roche, Rickard & Cleary, Chicago—Fleecy White bleach, Little Bo-Peep ammonia, Little Boy Blue bluing—Edwin C. Olson, account supervisor.

**STERWIN CHEMICALS  
New York**

**MARKETING PERSONNEL**

William X. Clark, vp in charge of sales (this division distributes products made by other Sterling units)

**ADVERTISING AGENCY**

Thompson-Koch Co., New York—B-E-T-S, Vextram, Oxylite, Trithiadol, Parakeet certified food colors, Roccal, bulk vitamins for food, feed and pharmaceutical industries, Hy-Kure flour treatment service and Zimco brand vanillin—Arthur Davidson, supervisor.

**Studebaker-Packard Corp.**

Studebaker-Packard Corp., South Bend, Ind., is the 86th largest national advertiser, with total expenditures in 1957 of \$8,100,000, including \$6,339,451 in the measured media. Expenditures in 1956 totaled \$12,841,000, of which \$10,341,000 was in measured media.

The company boosted its newspaper expenditures more than \$300,000 last year, but cut back sharply in most other media. The total ad budget for 1958 is expected to be about equal with last year's, despite anticipated lower sales.

Studebaker-Packard reported net sales of \$213,203,741 for 1957, resulting in a net loss of \$11,135,108. Sales were below the 1956 figure of \$303,038,430, but losses were cut back sharply from the 1956 deficit of \$43,318,257 before special charges of \$60,000,000.

Registration figures show S-P garnered 1.13% of the market last year, compared to 1.76% in 1956. Registrations included 5,189 Packards, 62,565 Studebakers and 6,547 trucks.

During the first quarter of 1958, S-P showed a loss of \$6,294,480, compared with a \$2,498,357 loss for the first quarter of 1957.

Of all U.S. auto makers, Studebaker-Packard was probably most hurt by the recession. The Big Three are more able to absorb sales losses, and American Motors has run counter to the trend. At a time when S-P is still trying to establish its place in the auto market, the upset economy has slowed down its timetable for eliminating red ink operations.

Through operational economies, the selling, administrative and general expenses were reduced by approximately \$17,000,000 last year, the company said. In August, 1956, Curtiss-Wright Corp. undertook a three-year agreement to

manage the company, and the new management made several economizing moves for S-P during 1957.

In May of last year Studebaker-Packard introduced its Scotsman full-size economy car, which accounted for about 25% of the company's total sales during the 1958 model year. Total models for the 1958 line were reduced from 23 to 17—13 Studebakers and 4 Packards. S-P also brought out a Studebaker taxi, called the Econ-O-Miler, a half-ton truck and a panel wagon. The company said taxi sales have been encouraging.

The company is the U.S. distributor of the German Mercedes-Benz luxury and sports cars. About 250 of S-P's 2,200 dealers handle the Mercedes-Benz. Harold E. Churchill, president of Studebaker-Packard, said sales of the German car have been running about 1,000 a month for the past several months.

S-P held several dealer "drive-aways" last year, in which dealers congregated at a central point, are introduced to a new model, and drive away with the cars they want for their show rooms. Success with this type of merchandising has led to its continuance this year, the company said.

Leading the 1959 model line for Studebaker-Packard this fall will be a new smaller economy car, which is due to get a heavy portion of the ad budget. The car will be smaller than the Scotsman, and priced under \$1,800.

Notably absent from next year's lineup is the Packard car. An illustrious name on the American automobile scene for 59 years, the Packard is being dropped due to sagging sales. Last year only 5,189 Packards were sold. In its best year, 1949, Packard Motor Car Co. sold 97,771 autos. The company merged with Studebaker Corp. in 1954.

In personnel changes last year, D. F. Detzler was appointed manager of marketing research. He succeeded Paul A. Rumpf, who retired after 45 years with Studebaker.

Burke Dowling Adams Inc., Atlanta, replaced Benton & Bowles as the S-P agency in April, 1957. BDA is also the Curtiss-Wright agency. Tandy Agency, Toronto, handles Canadian advertising for the company.

By September of last year, Burke Dowling Adams had signed up all members of the Studebaker-Packard Dealer Advertising Assn. in each of the company's 20 sales districts, to coordinate the entire ad program.

In August of this year, Studebaker-Packard began a series of moves designed to bring them new financing and a new advertising agency. The company neither confirmed or denied most reports circulating through the industry, but it was understood that its management agreement with Curtiss-Wright would be broken off. S-P is seeking new financing, and will probably diversify its interests to include non-automotive products.

Burke Dowling Adams is said to be turning the agency job over to D'Arcy Advertising Co. D'Arcy handled the Packard car account for about nine months in 1954, losing it to Benton & Bowles.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$ 4,804,199	\$ 4,495,716
Magazines	442,820	2,157,678
Farm Publications	97,246	129,290
Business Publications	62,000	50,000
Network Television	163,062	1,322,888
Spot Television	54,420	653,210
Outdoor	775,704	1,532,892
Total Measured	6,339,451	10,341,674
Total Unmeasured	1,760,549	2,500,000
Estimated Total	8,100,000	12,841,674
Expenditures	8,100,000	12,841,674

**MARKETING PERSONNEL**

Sydney A. Skillman, vp and general sales manager

James H. Brenner, assistant general sales manager  
 Robert L. Stevens, executive assistant to the general sales manager  
 P. L. Armstrong, assistant to the general sales manager—Mercedes-Benz  
 Theodore A. Zenzinger, car distribution manager  
 Allan E. Fitzpatrick, fleet and truck sales manager  
 Donald A. DeVilger, used car department manager

**Advertising**  
 James W. Orr, director of merchandising  
 Kenneth L. Steadman, supervisor of advertising budget and coordination

**ADVERTISING AGENCY**  
 Burke Dowling Adams Inc., South Bend, Ind.—all products and Studebaker-Packard dealer associations—James Cobb, Gordon Baird and Roy Hudson, vps and account executives.

**Swift & Co.**

Swift & Co., Chicago, is the nation's 33rd largest advertiser. Its advertising expenditures in 1957 were estimated by ADVERTISING AGE at \$20,000,000, of which \$9,715,258 was in measured media. This was a drastic cutback from 1956 when the meat packing giant invested an estimated \$26,000,000 in advertising, of which \$12,927,028 was in measured media.

The company experienced its third best sales year in 1957 when it racked up sales of \$2.54 billion, a 4.6% gain over 1956 sales of \$2.42 billion. On the other hand, net earnings declined for the second straight year. Swift earnings in 1957 amounted to \$13,537,821, down \$474,389 from 1956 earnings of \$14,012,210. Earnings per share last year were \$2.29 as compared to \$2.36 in 1956.

■ The same profits and sales trend continued through the first half of this year. For that period, the company reported sales of \$1.257 billion, up slightly over first half sales in 1957 of \$1.253 billion. First half earnings this year amounted to \$2,516,153, down from earnings of \$3,554,788 for the same period last year. Interim statements, however, are misleading in the meat packing field and not necessarily indicative of a rate of return for the full year, because of the seasonal nature of operations. Swift said in the interim statement that it saw nothing in the general business outlook that suggests any major change between now and the close of its fiscal year. But Swift's president, Porter M. Jarvis, pointed out that historically meat packing operations usually experience better business the last six months of the year.

Swift, the world's largest meat packing company, has been engaged in a stringent belt-tightening operation for the past 18 months in an effort to brighten its profit picture. Last year, the company discontinued all pork operations in its main Chicago plant because the operation was uneconomical.

■ Other economy moves undertaken last year included the streamlining of plant operating methods, improved scheduling of production and inventories, reduction of maintenance costs, consolidation of facilities, realignment and strengthening of sales and marketing activities and consolidation of facilities.

The economy move also hit the advertising budget. Swift's expenditures in measured media were cut more than \$3,000,000 in 1957, and the company is believed to have chopped nearly another \$3,000,000 from its unmeasured ad expenditures. "They really pulled in their horns last year in advertising," one competitor said.

■ Swift made heavy slashes in its print media advertising, cutting \$1,403,312 from its newspaper budget and \$1,469,218 from its magazine appropriation as compared with 1956 figures. The company also cut appropriations going into farm publications, spot

television and outdoor; spent the same amount in business publications, and boosted its expenditures in network tv by more than \$1,000,000. More than 50% of Swift's ad dollars in measured media went into network tv last year.

The big story at Swift occurred last March when J. Walter Thompson Co. ended a 65-year relationship with the packer by resigning its Swift business. Swift was JWT's second oldest account. Swift divided the \$3,000,000 in JWT business among Leo Burnett Co., which picked up Allsweet margarine, Vigoro and End-O-Products (weed control), and Dancer-Fitzgerald-Sample, which was assigned Pard dog food, Swift'ning, Jewel shortening and

salad oil and commercial shortening.

During the past year, Swift introduced nationally High Meat dinners for babies, Ham Quicks (a shelf stable canned item), Premium Hostess ham (a foil-wrapped fully cooked boneless ham) and three entree items in its frozen meat line.

On the personnel side, Paul C. Smith, vp and company director, who headed up the beef, lamb and veal, hides and skins, and wool divisions, retired June 1, 1958 as vp but continued his directorship. He was succeeded as vp by George H. Swift Jr.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$ 1,751,464	\$ 3,233,682

Magazines	1,914,442	2,617,754
Farm Publications	230,784	315,350
Business Publications	75,000	75,000
Network Television	5,196,425	4,601,533
Spot Television	512,760	1,313,690
Outdoor	731,383	1,290,619
Total Measured	9,715,258	12,927,028
Total Unmeasured	10,284,742	13,072,972
Estimated Total Expenditures	20,000,000	26,000,000

**PARENT COMPANY**

**MARKETING PERSONNEL**  
(All located in Chicago)

**Sales**  
 H. E. Wilson, vp consumer packaged frozen foods, sales planning advertising and merchandising services  
 George H. Swift Jr., vp, beef, lamb and veal, hides and skins, wool  
 C. T. Prindeville, director and vp, plant food, agricultural chemicals, animal feeds  
 P. E. Petty, director and vp, provision (pork products), casings

W. P. Ayers, vp, dairy and poultry, ice cream  
 J. P. Jurgatis, vp, canned foods, table-ready meats and sausage, Pard dog food  
 J. B. Miller, vp, margarine, refinery products  
 E. A. Moss, vp, adhesives, by-products, industrial oils, soaps and detergents, tallow  
 F. J. Towniey, vp, all general sales for Swift and associated plants

**Advertising**  
 Ray Weber, general advertising manager

**NEW ENGLAND EQUIPMENT DEALER**

"Inter-Locked" Market for  
 HEATING • AIR CONDITIONING  
 LP-GAS EQUIPMENT • APPLIANCES

See SRDS or write Needham 92, Mass.



**ACCEPTANCE\***

WCCO Radio delivers...

**MORE ACCEPTANCE** through the vitality of full-size programming that attracts and holds the audience you want to reach.

**MORE ADULT LISTENERS** than all other Minneapolis-St. Paul stations combined!†

**MORE MARKET** 1,014,720 radio families in 114 basic area counties in Minnesota, Iowa and South Dakota.

Call or write for full facts.

**WCCO Radio**

MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station  
 Represented by CBS Radio Spot Sales

\*Nothing sells like acceptance...

† Nielsen Station Index, May-June, 1958 / Station Total, 6:00 AM - 6:00 PM, Mon. - Fri.

Public Relations
R. W. Reneker, vp
G. C. Reiting, public relations manager

ADVERTISING AGENCIES
McCann-Erickson Inc., Chicago—Agricul-tural research, canned meats, casings, dairy & poultry, franks & sausage, fresh meats, ham & bacon, home economics, hotel, restaurant and institutional sales, ice cream, industrial and public relations advertising, meats for babies, packaged frozen meats, table-ready meats and trade relations—W. R. Kinnaird, account supervisor; Boyce McCoy, account executive (meats for babies); Clyde W. Nelson, account executive (frozen meats); Merrill Gregory, account executive (agricultural research, home economics, trade relations, casings, hotel and restaurant sales); Walter Krause, group head (ham & bacon, dairy & poultry, ice cream, fresh meats, dairy export); Anthony Hebel and Don O'Brien, account executives; K. Wade Chapman, group head (table-ready meats, canned meats, franks & sausage); William J. Casey, account executive.

Leo Burnett Co., Chicago—Allsweet margarine, Vigoro and End-O-Products (weed control)—Robert G. Everett, account supervisor; Alan Winthrop, account executive (Vigoro); Doug Burch, account executive (Allsweet); Gil Mickels, account executive (special projects).

Dancer-Fitzaid-Sample, Chicago—Pard dog food, Swiftling, Jewel shortening and salad oil and commercial shortening—F. Sewall Gardner, account supervisor; A. E. Staley III, account executive.

Russell T. Gray Inc., Chicago—Adhe-sives, glues, gelatins, industrial oils and soaps—W. E. Morton, account supervisor; Al Hurd, account executive.

Bert S. Gittins Advertising Inc., Mil-waukee—Fram plant foods, feeds and hatcheries—Gerald Seaman, account executive.

ARMSTRONG PACKING CO.
Fl. Worth
MARKETING PERSONNEL
E. H. Cramble, manager
J. C. Farrell, sales manager

ADVERTISING AGENCY
Couchman Advertising Agency, Dallas—All advertising—A. Couchman, account executive.

CORKRAN, HILL & CO.
Baltimore
MARKETING PERSONNEL
E. C. Sedberry, manager
C. H. Bowman, city sales manager
H. J. Firebaugh, plant sales manager

ADVERTISING AGENCY
H. W. Buddemeier Co., Baltimore—All advertising—H. W. Buddemeier, account executive.

ADVERTISING EXPENDITURES
1957 1956
Newspapers \$ 17,697
Spot Television 34,230
Total Measured 51,927

DERBY FOODS INC.
Chicago
MARKETING PERSONNEL
A. O. Lane, manager
A. C. Frahm, general sales manager

ADVERTISING AGENCY
McCann-Erickson, Chicago—Canned meats, Peter Pan peanut butter—E. S. Manchester and John Kinsella, account executives.

ADVERTISING EXPENDITURES
1957 1956
Network Television \$ 1,123,905 \$ 1,521,890
Newspapers 55,626 36,164
Total Measured 1,179,535 1,558,054

H. L. HANDY CO.
Springfield, Mass.
MARKETING PERSONNEL
L. S. Wells, manager
J. T. Newell, sales manager

ADVERTISING AGENCY
Hoag & Provandie Inc., Boston—All products—Paul H. Provandie, account executive.

IOWA PACKING CO.
Des Moines
MARKETING PERSONNEL
J. R. Zels, manager
W. A. Thorsen, city sales manager
L. H. Jordan, plant sales manager

ADVERTISING AGENCY
J. M. Hickerson Inc., Des Moines—All advertising—Ben J. Gibson Jr., account executive. Agency will be changed Sept. 1, 1958. No new appointment has been made as yet.

A. C. LAWRENCE LEATHER CO.
Peabody, Mass.
MARKETING PERSONNEL
E. N. Nectow, president

ADVERTISING AGENCY
James Thomas Chirug Co., Boston—All advertising—W. L. Shepardson, account executive.

ADVERTISING EXPENDITURES
1957 1956
Magazines \$7,500 \$3,000

Total Measured 7,500 3,000

NEUHOFF PACKING CO.
Nashville

MARKETING PERSONNEL
W. V. Wahmann, manager
D. M. McBride, plant and city sales manager
L. S. Langley, city sales manager

ADVERTISING AGENCY
Doyle Advertising Agency, Nashville—All advertising—George W. Doyle, account executive.

ADVERTISING EXPENDITURES
1957 1956
Spot Television \$ 192,250 \$ 195,120
Newspapers 34,843
Total Measured 229,093

PLANKINTON PACKING CO.
Milwaukee

MARKETING PERSONNEL
I. E. Ericson, manager
E. J. Belz, city sales manager
P. H. Beele, plant sales manager

ADVERTISING AGENCY
Bert S. Gittins Advertising Inc., Mil-waukee—All advertising—Joseph P. Kenney, account executive.

ADVERTISING EXPENDITURES
1957
Newspapers \$ 11,735
Total Measured 11,735

ST. LOUIS INDEPENDENT PACKING CO.
St. Louis

MARKETING PERSONNEL
S. M. Weir, manager
E. Goodwin, advertising manager
I. C. Karch, city sales manager
L. T. McKeehan, plant sales manager

ADVERTISING AGENCY
Gardner Advertising Co., St. Louis—All advertising—Jack L. Helm Jr., account executive.

ADVERTISING EXPENDITURES
1957
Newspapers \$ 11,735
Total Measured 11,735

SPERRY & BARNES CO.
New Haven, Conn.

MARKETING PERSONNEL
R. D. Halcomb, manager
L. R. Bowman, sales manager

ADVERTISING AGENCY
Hoag & Provandie Inc., Boston—All advertising—Paul H. Provandie, account executive.

JOHN P. SQUIRE CO.
E. Cambridge, Mass.

MARKETING PERSONNEL
H. F. Morris, manager

ADVERTISING AGENCY
Hoag & Provandie Inc., Boston—All advertising—Paul H. Provandie, account executive.

ADVERTISING EXPENDITURES
1957
Newspapers \$ 17,697
Spot Television 34,230
Total Measured 51,927

VAN WAGENEN & SCHICKHAUS CO.
Kearny, N.J.

MARKETING PERSONNEL
Ray J. Kellogg, manager
D. J. Shine, sales manager
S. C. Space, service sales manager

ADVERTISING AGENCY
The Altin-Kynett Co., Philadelphia—All advertising—G. B. Barnard, account executive.

WHITE PROVISION CO.
Atlanta

MARKETING PERSONNEL
O. C. Yeakley, manager
J. A. Scott, plant sales manager
W. W. Lowry, city sales manager

ADVERTISING AGENCY
Lowe & Stevens, Atlanta—All advertising—Jules C. Gerding, account executive.

V. W. JOYNER & CO.
Smithfield, Va.

MARKETING PERSONNEL
E. C. Sedberry, general manager
R. L. Hermann, local manager

ADVERTISING AGENCY
H. W. Buddemeier Co., Baltimore—All advertising—H. W. Buddemeier, account executive.

ADVERTISING EXPENDITURES
1957
Newspapers \$ 1,222
Magazines 2,009
Total Measured 3,231

Sylvania Electric Products

Sylvania Electric Products, New York, is the nation's 73rd largest advertiser with total expenditures in 1957 estimated at \$10,000,000, of which \$4,433,043 was in measured media. The previous year's expenditures were estimated at \$9,000,000, of which \$3,565,636

was in measured media. The company's sales have zoomed in recent years. In 1957 net sales totaled \$342,957,061, compared with \$332,344,159 in 1956, for a gain of 3%. But net income dropped 15%, going from \$14,835,389 in 1956 to \$12,655,839 in 1957. The decline in profits was attributed to (1) higher manufacturing costs, (2) stepped up re-search programs, (3) unusually intensive price competition in the home appliance field and (4) the general softening of business conditions.

Despite the drop-off in the sales curve, the company reports that it is maintaining its strong marketing position on all of its major products. Sylvania ranks first in the sale of photoflash bulbs. It is one of the two largest manufacturers of receiving tubes and tv picture tubes; it ranks second in the production of fluorescent lamps and third in incandescent lamps. The company also claims to rank among the leaders in tv set sales.

Sylvania started 1957 by acquiring Argus Cameras Inc. This move put the company into the business of making cameras, motion picture and slide projectors, viewers, lenses, exposure meters and photographic accessories. The demand for this type of products turned out to be soft during the first part of the year, but the new division ended '57 with a total volume that was nearly equal to the 1956 figure.

Argus' entry into the family brought with it a second advertising agency, Young & Rubicam. Previously J. Walter Thompson Co. had handled all Sylvania products. But Y&R, which had the Argus account, kept it under the new ownership, while JWT retained the rest of the Sylvania divisions.

The increased diversification was followed early in 1958 by a further decentralization of management authority. At that time eight vps were named to the newly-created post of corporate senior vp, with each assigned responsibility for a major operating area. Other operating divisions are headed by presidents.

A month later there was some shifting of the advertising and sales promotion management team, with James R. Steel moving from the ad manager's post at Argus cameras to fill the same spot at the lighting products division. At Argus, Robert W. Wilson moved up from sales promotion to ad manager. There were several other changes in the lighting products division.

In 1957 network tv continued to be the blockbuster in Sylvania's advertising arsenal. The full tv budget went to a weekly half-hour situation comedy, "The Real McCoys" on ABC. The company has been a network tv regular for eight years, having sponsored "Beat the Clock" on CBS for six years before switching to a new vehicle on ABC.

As of Jan. 1, 1959 Sylvania will cut back to alternate weeks and share "The Real McCoys" with P&G.

ADVERTISING EXPENDITURES
1957 1956
Newspapers \$ 104,361 \$ 1,044,127
Magazines 1,576,213 283,002
Business Publications 200,000 150,000

ADVERTISING EXPENDITURES
1957 1956
Newspapers \$ 104,361 \$ 1,044,127
Magazines 1,576,213 283,002
Business Publications 200,000 150,000

Network Television 2,501,760 2,010,959
Spot Television 49,800
Outdoor 127,548
Total Measured 4,433,043 3,565,636
Total Unmeasured 5,566,957 5,434,364
Estimated Total 10,000,000 9,000,000

MARKETING PERSONNEL
B. K. Wickstrum, senior vp marketing
F. W. Mansfield, director of marketing research
T. P. Cunningham, director of advertising
B. O. Holsinger, director of sales promotion
M. V. Odquist, director of new product sales
Charles A. Burton, regional sales vp for midwest
R. C. Harper, regional sales director for Pacific Coast

ELECTRONIC TUBES DIVISION
D. W. Gunn, sales vp
Don Hughes, advertising manager

LIGHTING PRODUCTS DIVISION
Garlan Morse, sales vp
James Steel, advertising manager

HOME ELECTRONICS DIVISION
R. L. Shaw, general sales manager
C. R. Lunney, advertising manager

ARGUS CAMERAS DIVISION
D. F. Scholten, marketing vp
R. R. Wilson, advertising manager

ADVERTISING AGENCIES
J. Walter Thompson Co., New York—all product divisions except Argus—Henry C. L. Johnson, account supervisor; Frank Thomas, account representative, radio-tv; Robert Mihicus, account representative, trade.
Young & Rubicam, Detroit—Argus—Thoburn H. Wilent, account supervisor and James L. Rast, contact man; and in New York, Alfred Viebranz, merchandising executive.

The Texas Co.

The Texas Co., New York, which ranks 41st among the top 100 national advertisers, spent a total of \$17,854,672 on all advertising and sales promotion in 1957. Included was \$6,792,095 in measured media. In 1956 the total expenditure was \$16,197,008, including \$9,343,805 in measured media.

In 1957, the Texas Co. set its seventh consecutive earnings record, with a total of \$332,303,644. Sales last year amounted to \$2,344,176,856. The 1956 sales figure was \$2,046,305,902 and net income that year was \$302,262,620. The larger '57 earnings, said the company, "reflect increased production and sales, particularly in the early part of the year, as well as the first full year's operation of the Trinidad properties which are now owned by Texaco Trinidad Inc." The company said that about 70% of its earnings came from western hemisphere operations.

The Texas Co. also reported that consolidated net income for the first quarter of 1958 was \$70,003,000—compared with \$86,424,000 for the same quarter last year. The company said that any comparison between the performances in these two quarters must take into consideration that Texaco and other oil companies operated "at a high rate of activity in the first part of last year in order to supply Europe with petroleum and petroleum products during the Suez crisis." As a means of a standard for "normal" times, Texaco pointed out that its net income during the first quarter of 1956 was \$69,958,000.

Because of increasingly keen competition in petroleum marketing, Texaco has made several changes in its sales setup. A senior vp with worldwide responsibilities for sales activities was named. In the U.S. "responsibilities have been divided to place proper emphasis on both merchandising and wholesale sales."

Because the Texas Co. markets more than 1,000 separate prod-

ucts, "increased emphasis is being placed on marketing the full line of products with the help of intensified market research," and the company added that it "is carrying out the biggest advertising and sales promotion campaign" in its history.

In March, 1957, Texas announced it would start a four-week radio-tv spot drive for Texaco on April 15. The drive was set for just under 100 markets, with 20-second and 60-second spots being used. Then the company launched another spot drive—this one at the end of June—in 100 markets for Texaco Sky Chief Su-preme. In July last year, the company, which was one of television's biggest boosters in that medium's pioneer days, announced it was returning after a year's absence as sponsor of a group of irregularly scheduled special one-hour color shows. Each of the colorcasts was to be built around one of the "world's alltime great performers." Texaco actually put on two of these "Command Appearance" tele-casts. The first, in September, starred Ed Wynn; the second, in November, featured Ethel Barrymore. Texas broke with the unwieldy format after these two shows, and did much better this past April with Benny Goodman's "Swing Into Spring." The Texas Co. is still shopping for a network television vehicle for the 1958-'59 season.

In radio, the Texas Co. continued for the 18th consecutive year its sponsorship of the Saturday afternoon broadcasts of Metropolitan Opera Co. presentations.

Measured media figures listed below, which were obtained from various statistical bureaus and associations, differ somewhat from figures released by the company for the same media. The differences arise largely from variations in what costs are included in certain categories. For example, Texas Co. lists \$714,006 invested in network television, including production and talent costs. The figure tabulated by the Television Bureau of Advertising (below) is lower—\$233,140—but includes only time costs, not production and talent.

ADVERTISING EXPENDITURES
1957 1956
Newspapers \$ 919,242 \$ 1,248,922
Magazines 1,438,094 2,379,522
Business publications 457,000 655,717
Farm Publications 232,900 290,606
Network Television 233,140 2,185,799
Spot Television 1,992,030 169,890
Outdoor 1,518,789 711,929
Network Radio 1,712,220
Total Measured 6,792,095 9,843,805
Estimated Total \$11,062,577 \$10,853,203
Expenditure 17,854,672 16,197,008

\*Includes \$1,153,268 in network radio, \$1,059,861 in local radio and \$1,736,576 in spot radio in 1957, plus production, talent and other "commercial" costs.
\*\*Includes \$265,309 for spot radio; and \$665,294 for local radio—news and sports)

ADVERTISING EXPENDITURES
1957 1956
Newspapers \$ 919,242 \$ 1,248,922
Magazines 1,438,094 2,379,522
Business publications 457,000 655,717
Farm Publications 232,900 290,606
Network Television 233,140 2,185,799
Spot Television 1,992,030 169,890
Outdoor 1,518,789 711,929
Network Radio 1,712,220
Total Measured 6,792,095 9,843,805
Estimated Total \$11,062,577 \$10,853,203
Expenditure 17,854,672 16,197,008

MARKETING PERSONNEL
S. C. Bartlett, vp in charge of domestic sales
W. B. Hawke, general sales manager (merchandising)
C. H. Dodson, general sales manager (wholesale)
J. E. Fritts, assistant general sales manager (merchandising)
R. W. Debnam, assistant general sales manager (wholesale)
J. A. Winger, manager (operations)
P. L. Morell, manager, national sales division.

Advertising
Ben Halsell, director of advertising and sales promotion (new post)
Donald W. Stewart, advertising manager
J. M. Gregory, sales promotion manager

Public Relations
T. D. Durrance, director

ADVERTISING AGENCIES
Cunningham & Walsh—all consumer advertising and coordination of all advertising (except industrial products) in all media—William W. Mulney, account supervisor.
G. M. Basford Co.—industrial advertising—Ken Thompson, account supervisor



**Time Inc.**

Time Inc., New York, the nation's 92nd leading national advertiser, spent \$7,153,100 for all advertising last year, including \$4,918,001 in measured media. In 1956, the company invested \$5,836,833 in advertising, including \$4,296,014 in measured media. Time Inc. put an estimated \$8,387,000 into advertising in 1955, when it was the 69th leading advertiser. That included \$3,386,961 in measured media.

Time Inc.'s revenues from sales in 1957 reached a record level of \$254,096,000 (after deducting all commissions and discounts on sales), a gain of \$24,722,000 over 1956 revenues. In 1955 revenues were \$200,182,000. Net income for 1957 was \$12,024,000, compared with \$13,850,000 in 1956 and \$9,196,000 in 1955.

In 1958, first half net revenues dropped to \$124,410,000, compared with \$125,862,700 for the first half of 1957. Net income was \$5,340,000, compared with \$7,351,300 (before an extraordinary capital gain) in the 1957 first half.

"Increased advertising and circulation sales of the company's magazines contributed mainly to the record revenues" of 1957, Time Inc. said. It added that revenues were ahead also by virtue of the "inclusion of operations for the full year of Time Inc.'s wholly-owned subsidiary, East Texas Pulp & Paper Co., and greater book sales. Also included were revenues from operations of new radio-television stations acquired during the year."

Time Inc. further explained that while circulation revenues were ahead of 1956, "there were fewer advertising pages" purchased in its magazines last year, but advertising revenues nevertheless went ahead "because of rate adjustment."

The company reported the following average net paid circulations for its magazines:

	1957	1956
Life .....	5,907,000	5,726,000
Time .....	2,172,000	2,048,000
Fortune .....	295,000	283,000
Sports Illustrated ..	782,000	641,000
Architectural Forum .....	54,000	50,000
House & Home	108,000	108,000
Time International	451,000	409,000
Life International	304,000	281,000
Life en Espanol	350,000	322,000

In September, 1957, *Life* increased its guarantee to 6,000,000, while *Time* advanced its base to 2,250,000 with the Jan. 6, 1958, issue. Both magazines raised their single copy price from 20¢ to 25¢; *Time* went up with the April 1 issue, *Life* with the Oct. 7 issue. With the January, 1958, issue *Fortune* moved its circulation base from 285,000 to 300,000.


Time Inc.'s net advertising revenue of \$170,000,000 in 1957 was a record-breaking performance. The figure represented a gain of \$4,500,000 over 1956. The advance was "largely the result of higher advertising rates." *Life*, which was "first by a substantial margin among all U.S. magazines in advertising revenues," remained about even with its 1956 performance. Ad rates were boosted 9.5% in September and were further increased 4% with the Feb. 3, 1958, issue. Last November *Life* launched a new service—a fast-closing ad page in which the advertiser's message could reach readers seven days after the ad plate was received by the magazine.

Time again surpassed its previous peak for revenues and re-

tained its claim to third place among all general magazines for the ninth straight year. In January, 1958, it boosted its circulation base by 150,000 and its rates by about 10%.

*Fortune* hiked ad revenues 16% last year and led all monthly general magazines in total linage. *Sports Illustrated* enjoyed a 45% increase in ad revenues, thanks to two ad rate bumps—which kept pace with circulation gains—and to a "substantially higher number of pages of advertising." The magazine tabbed "highly significant" a 1957 development which saw regional advertising sales zoom. *Architectural Forum* reported ad revenues up 8.6%; *House & Home* was down 10%; the international editions of *Time* and *Life* set "new highs" and enjoyed a total increase of 12.5%.

Time Inc. magazines whose revenues were measured by Publishers Information Bureau racked up the following figures in 1956



## Half empty or half full ?

Food is not only essential, it must be repeatedly consumed — even in a recession! This basic fact keeps food sales soaring (up 11% since Jan. 1958), leads to ever-higher expenditures for advertising, packaging and point-of-sale. Isn't it sound strategy, therefore, to concentrate your own promotion on this robust source of business? For best results, use *Food Field Reporter* — the one great publication that blankets the industry's major firms and penetrates deeply wherever important buying decisions are made.

The marketing newspaper for food and grocery manufacturers

**FOOD FIELD REPORTER** • 708 Third Avenue, New York, N. Y.

## The Syracuse Market is... **BIG**

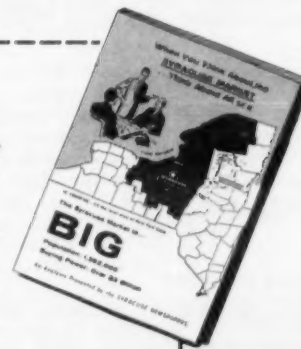
*Population... 1,432,700*  
*Buying Income... \$2,470,791,000.*  
*Retail Sales... \$1,722,092,000.*

THESE ARE the new dimensions of the 15-county Syracuse Market Area in which the Syracuse Newspapers are the dominant selling influence. (Figures are from Sales Management's 1958 Survey of Buying Power.)

Here is one of America's truly important markets, qualifying unquestionably for high ranking on the "A" list of every national advertiser.

**No other combination of media will reach this market as Efficiently and Economically as the Syracuse Newspapers**

WE INVITE your examination of an exciting new presentation which graphically portrays the remarkably efficient manner in which the circulation pattern of these newspapers matches the Central New York distribution territories of leading national advertisers and of local chains, wholesalers, jobbers and food brokers.



Phone Your Nearest Office of  
**MOLONEY, REGAN & SCHMITT**

Syracuse is  
 America's No. 1 Test Market

## the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN  
 Evening Sunday

THE POST-STANDARD  
 Morning & Sunday

CIRCULATION: Combined Daily 241,159

Sunday Herald-American 205,658

Sunday Post-Standard 109,060

and 1957:		
	1957	1956
Life	\$137,522,494	\$137,454,372
Time	45,112,621	42,598,778
Fortune	10,432,525	9,094,203

<i>Sports Illustrated</i>	6,681,228	4,566,524
*Time International	8,283,700	7,387,500
*Life International	2,869,200	2,588,500
*Life en Espanol	2,470,200	2,204,300
*Architectural Forum	2,117,900	1,947,700
*House & Home	2,518,635	2,761,875

\*Not measured by PIB, but on the same basis.

(Actual revenues would be lower than shown because PIB measures on one-time rate and most publications offer frequency discounts.)

In its annual report on 1957, Time Inc. reported that magazine advertising volume "continues off in 1958, but this is offset to some extent by higher page rates based on higher circulations, as well as adjustments to meet higher costs."

Last year Time Inc. (1) completed liquidation of its holdings in the Houston Oil Co. of Texas; (2) completed arrangements for organizing and financing St. Francisville Paper Co., owned 50-50 by Time Inc. and the Crown Zellerbach Corp.; (3) completed organizing and financing a wholly-owned subsidiary, TLF Broadcasters Inc. The company also sold the Albuquerque Broadcasting Co. and acquired additional tv and radio properties in Grand Rapids, Indianapolis and Minneapolis. These new properties, together with its Denver and Salt Lake City tv and radio properties, were made part of TLF Broadcasters. The new stations were purchased for \$15,955,000. Time Inc. now has five vhf tv stations and five radio stations.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 1,630,800	\$ 1,695,400
Magazines	365,130	425,300
Business Publications	770,000	732,400
Network Television	2,812,991	1,317,000
Spot Television	180,020	109,000
Outdoor	102,440	159,840
Total Measured	4,918,001	4,296,914
Total Unmeasured	2,235,099	1,546,819
Estimated Total Expenditure	7,153,100	5,843,733

(NOTE: Magazine expenditure does not include amounts that Time Inc. magazines invest in space in other Time Inc. magazines. On a PIB basis, this would amount to \$2,465,000 in 1957. Also as of June 30, 1958, Life discontinued its television advertising in favor of a big campaign in mass magazines.)

- MARKETING PERSONNEL**  
**Advertising**  
Clay Buckhout, advertising sales director of Life  
John McLatchie, advertising sales director of Time  
William Holman, advertising sales director of Sports Illustrated  
L. L. Callaway, advertising sales director of Fortune  
S. Chapin Lawson, advertising sales director of Architectural Forum  
Richard N. Jones, advertising sales director of House & Home  
William Honneus, advertising sales director of Time International  
Robert Smith, advertising sales director of Life International  
Richard Coffey, general promotion director, Life  
Nicholas Samstag, advertising promotion director, Time  
William Scherman, advertising promotion manager, Sports Illustrated  
Ray Winship, advertising promotion director, Fortune  
Nicholas Benton, advertising promotion manager, Architectural Forum  
Eugene Wolfe, advertising promotion manager, House & Home  
Martin Kaider, advertising promotion manager, Life International

- ADVERTISING AGENCIES**  
Young & Rubicam—Time, Life, Sports Illustrated and Time International and Life International (in U.S., Canada and London)—Harry Carpenter, account executive.  
J. Walter Thompson Co.—Time International, Life International (in Europe)—No account executive.  
Fuller & Smith & Ross—Fortune—Donald Sheldon, account executive.  
St. Georges & Keyes—Architectural Forum, House & Home—Marshall Murphy, account executive.

### U. S. Rubber Co.

U.S. Rubber Co., New York, is the nation's 71st largest advertiser with estimated total domestic expenditures of \$10,500,000 in 1957, of which \$4,498,740 was in measured media. 1958 expenditures are expected to be down slightly from '57.

Net sales declined in 1957 for the second straight year. In 1957, sales were \$873,583,074, down 3.1% from \$901,260,194 in 1956. The company's all-time high was \$925,539,013, achieved in 1955.

Net earnings in 1957 were \$29,695,027, down 6.8% from the 1956 earnings of \$31,870,013. The '56 earnings were 5% below the record \$33,559,000 achieved in 1955.

The 1957 decline reflected a decrease in the sale of tires and other automotive products, and of defense items. There was a continued good demand for replacement tires, footwear, industrial rubber goods, textiles and chemicals through most of the year, the company reports, with some tapering off in the last two months. Sales of coated fabrics and plastic products and plastic components were higher as were sales in foreign markets.

The drop in profits was due not only to lower sales but also to a 6.5% wage and salary increase and to liberalized vacation benefits, the company reported.

In February, 1957, the company sold its wire and cable business to Kaiser Aluminum & Chemical Corp., at a profit of \$4,236,908 before taxes, equal to \$3,500,000 after taxes.

For the first half of 1958, U.S. Rubber sales declined about 11%—\$403,100,000 in 1958 compared with \$451,300,000 in the 1957 first half. '58 earnings were about \$8,700,000 compared with \$18,140,000, including \$3,500,000 in the sale of the wire and cable business, in the first half of 1957.

U.S. Rubber is No. 3 in sales volume of the Big Four domestic fabricators and markets some 33,000 products. Less than half of its business is in tires, compared with as much as two-thirds in other big rubber companies. It is the leading producer of rubber footwear, the third largest producer of vinyl plastic resins, and one of the nation's 15 largest textile producers.

The company operates domestically through five divisions (1) tire division (U.S. Royal, Fisk, Gillette), (2) footwear and general products, (3) mechanical rubber goods, (4) textile, and (5) Naugatuck Chemicals.

Non-tire products include waterproof footwear and clothing, casual footwear, bathing caps, golf balls, foam rubber, a long list of yarns (Lastex, Lactron, etc.), a variety of fabrics (Trilok, Asbeston, etc.), and all kinds of hose, belting, packings, mats, rubber and agricultural chemicals, molded products, and plastic and textile resins.

In June, 1957, the company opened its new research center in Wayne, N. J., which it claims to be "the newest and most up-to-date in the industry." The company plans to spend a minimum of \$120,000,000 on research and development over the next five years.

This "growing emphasis on research since World War II has begun to pay off well," stockholders were told at the company's last annual meeting. The new products which have been added in the past ten years made up 15% of 1957 sales and 20% of 1957 net income, it was reported.

New products introduced in

1957 include a new Royal Master premium passenger car tire which has construction features of aircraft tires, the U.S. Royal Safety 8 tire, and tires for foreign cars.

A new type of rubber-fabric collapsible container (like a giant toothpaste tube), called Seald-tank, was introduced to enable dry cargo carriers to haul liquids. For industrial plants, there is a complete line of Sealdtanks, Sealdbins and Sealdrums for large volume liquid storage.

A new dunnage system using inflated rubber bags, called U.S. Shor-Kwik, for shoring railroad and truck cargoes was also developed. A new rayon-nylon conveyor belting, known as Usrex, was produced as a super high tensile conveyor belt.

New fabrics include U.S. Naugafoam, a new form of upholstery material which is a heat-sealed sandwich of foam rubber and vinyl upholstery; Inlay Embossed Breathable Naugahyde, a three-dimensional fabric for furniture upholstery; an expanded line of Trilok fabrics (formerly used for automobile upholstery) introduced in quality furniture; and a texture-set spun nylon yarn for use in floor covering and carpets. The company also entered the polyethylene yarn field, both as a producer and as a seller.

Other products: U.S. Royalite plastic boats, a plastic pipe for underground sprinkler systems, U.S. Royal Senior golf balls, shoe insoling of breathable plastic, industrial heating blankets, flexible couplings, a chemical "tranquillizer" for plants, and airhouses made from Fiberthin, a vinyl-coated lightweight fabric.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 507,511	\$ 281,749
Magazines	1,516,397	1,542,135
Farm Publications	50,853	301,482
Business Publications	770,000	900,000
Network Television	1,985,449	1,384,972
Spot Television	464,000	277,650
Outdoor	102,440	159,840
Total Measured	4,498,740	4,627,834
Total Unmeasured	6,001,260	6,372,166
Estimated Total Expenditure	10,500,000	11,000,000

- MARKETING PERSONNEL**  
**Sales**  
C. J. Noonan, vp  
G. H. Callum, general sales manager, footwear division, manufacturers products  
J. Anastasio, general sales manager, footwear division, consumer products  
W. F. Brown, general sales manager, U.S. Tires division  
J. A. Napier, director of allied sales, tire division  
H. D. Smith, general sales manager, tire division, manufacturers sales  
H. E. Pruner, group marketing manager, mechanical goods division  
J. A. Conlon, group marketing manager, mechanical goods division  
H. M. Parsekian, general sales manager, Naugatuck Chemical division  
W. D. Johnson, general sales manager, textile division

- ADVERTISING**  
C. H. Gilbert, director of advertising  
G. T. Ward, assistant director of advertising  
A. F. Buchanan, assistant to director of advertising  
C. H. Shirley, advertising and sales promotion manager, tires  
A. J. Hocking, advertising and sales promotion manager, footwear  
H. E. Dadson, advertising and sales promotion manager, mechanical goods  
W. H. MacHale, advertising and sales promotion manager, Naugatuck Chemical  
P. Bergh, advertising and sales promotion manager, textile

- ADVERTISING AGENCY**  
Fletcher D. Richards Inc.—all products—Richard Ruggieri (tires); John Devine (textiles); Robert Evans (footwear division, industrial products); Sylvia Harris (Footwear division, consumer products); Duncan Ross (Naugatuck Chemical); Brooke Watson (mechanical goods); and F. D. Richards Jr. (golf balls, clothing); account executives.

### U. S. Steel Corp.

U.S. Steel Corp., Pittsburgh, was the nation's 80th largest advertiser in 1957, with total expenditures estimated by ADVERTISING AGE at \$9,841,300. Of this, \$7,308,325 was

in measured media. This compares with a total estimated ad investment in 1956 of \$8,615,404, of which \$6,215,404 was in measured media.

U.S. Steel sales during 1957 from products and services were \$4,413,800,000, which compares with \$4,228,900,000 in 1956. Income in 1957 was \$419,400,000, or \$7.33 a share, which compares with income in 1956 of \$348,098,916, equal to \$6.01 a common share.

U.S. Steel has 13 divisions which make all kinds of finished and semi-finished steel products and which supply and transport these products.

Today, U.S. Steel communicates with the public through two tv shows: the "U.S. Steel Hour" and the "Arthur Godfrey Show," radio, newspapers, magazines and through direct mail and displays at the point of purchase.

U.S. steel advertising talks to many publics: to the American family market, to customers of steel, to retailers who sell products made of steel and to stockholders.

In 1957 U.S. Steel launched a new advertising program designed to create a new image for steel and steel products. The program theme best expresses the "New Look": "Today's USS steels lighten your work, brighten your leisure, widen your world." The theme is being carried in tv commercials and series of four color spreads in magazines. So that steel customers can benefit from this program a "Steelmark" identification has been created which manufacturers of steel products will use to identify these products.

U.S. Steel is the world's largest producer of steel. Its capacity is 40,212,000 tons of ingots and castings, which represents about 28.6% of the capacity of the industry in this country. It reported quarterly profits in the first three months of this year of \$62,426,679, or \$1.04 a share, compared with \$115,478,109, or \$2.03 a share in the first quarter of 1957.

ADVERTISING EXPENDITURES		
	1957	1956
Newspapers	\$ 904,331	\$ 891,033
Magazines	1,438,390	1,153,024
Farm Publications	386,005	393,376
Business Publications	2,921,800	1,744,000
Network Television	2,514,090	2,033,971
Total Measured	7,308,325	6,215,404
Total Unmeasured	2,532,975	2,400,000
Estimated Total Expenditure	9,841,300	8,615,404

- MARKETING PERSONNEL**  
**Sales**  
B. E. Estes Jr., vp, marketing  
**Advertising**  
John Veckly, director of advertising  
H. W. Hoffman, assistant director—administration  
R. J. Wilcox, assistant director—product advertising  
W. H. Crawford, business manager  
**Market Development**  
R. C. Myers, director of market development  
D. R. Waugh, assistant director of market development

### DIVISIONS AND SUBSIDIARIES

#### AMERICAN BRIDGE DIVISION

Pittsburgh

W. B. Hunter, vp—contracting  
W. F. Taylor, manager—advertising

#### AMERICAN STEEL & WIRE DIVISION

Cleveland

H. M. Francis, vp in charge of sales  
O. B. Stauffer, manager—advertising  
J. K. Sedgwick, manager, market development

#### CYCLONE FENCE DEPT. OF AMERICAN STEEL & WIRE DIVISION

Waukegan, Ill.

#### COLUMBIA-GENEVA STEEL DIVISION

San Francisco

R. W. Seely, vp in charge of sales  
R. G. Hill, manager of advertising

### CONSOLIDATED WESTERN STEEL DIVISION

Los Angeles

P. M. Cobb, vp in charge of sales  
F. H. Schenck, manager, marketing services

### NATIONAL TUBE DIVISION

Pittsburgh

H. J. Wallace, vp in charge of sales  
T. W. Gamble, manager of advertising  
S. W. Verner, manager of market development

### OIL WELL SUPPLY DIVISION

Dallas

M. F. Hazel, vp in charge of sales and general manager  
M. E. Shippee, director of advertising and sales promotion  
Kenton Chickering, general sales staff manager, (includes market development)

### TENNESSEE COAL & IRON DIVISION

Fairfield, Ala.

D. A. Challis Jr., vp in charge of sales  
I. C. Kinney, advertising manager (includes market development)

### U. S. STEEL EXPORT CO.

New York

G. A. Meekes, vp—commercial  
Walter Jones, manager of advertising and market development

### U. S. STEEL HOMES DIVISION

Pittsburgh

David F. Rucks Jr., vp in charge of sales  
R. J. Ritehey, manager—advertising and sales promotion

### U. S. STEEL PRODUCTS DIVISION

New York

W. I. Hanrahan, vp in charge of sales  
J. D. Savers Jr., general sales staff manager (includes advertising and marketing development)

### U. S. STEEL SUPPLY DIVISION

Chicago

K. P. Rindfleisch, vp in charge of sales  
L. A. Douglass, manager of advertising and market development

### UNIVERSAL ATLAS CEMENT CO.

New York

J. C. McClure, vp in charge of sales and general sales manager  
J. A. Sullivan, director of advertising and public relations  
W. J. McCullough, assistant to vp—general sales (market development representative)

### ADVERTISING AGENCY

Batten, Barton, Durstine & Osborn, Pittsburgh—Burton E. Vaughan, vp and Pittsburgh office manager; Fred I. Sharp, U.S. Steel account supervisor; E. G. Mantle, manager, staff administration; G. T. Urquhart, supervisor, television commercials, national promotions and merchandising; W. H. Lusher, supervisor, central operations products. Divisional advertising supervisors: H. P. Vieth—American Steel & Wire; W. H. Lusher—American Bridge, Oil Well Supply; E. A. Mahanna, U.S. Steel Homes; P. J. O'Farrell—Tennessee Coal & Iron; F. P. Clements—National Tube, U.S. Steel Supply; W. A. Oliver (N.Y.)—U.S. Steel Export; W. C. Mahoney (N.Y.)—U.S. Steel Products; C. J. Rockwell (N.Y.)—Universal Atlas Cement; M. E. Roeder (S.F.)—Columbia-Geneva Steel; Locke Turner (L.A.)—Consolidated-Western Steel, U.S. Steel Products.

### Union Carbide Corp.

Union Carbide Corp., New York, second only to Du Pont in the chemical industry, was the nation's 42nd largest advertiser in 1957, with a total expenditure of \$17,000,000, of which \$5,131,576 was spent in measured media. In 1956, the company reports, expenditures for advertising were \$13,828,372, of which \$5,171,462 was spent in measured media.

The company has doubled both its sales and assets during the past 10 years. This growth reflects both vigorous selling and an aggressive research program. The Union Carbide laboratories have averaged one new product a month during the past 25 years, and during the last three years they have introduced products at the rate of two a month. In 1957, about a third of the company's total sales and almost half of its earnings came

from products and processes not available 15 years ago.

■ Sales, which crossed the \$1 billion mark for the first time in 1953, totaled \$1,395,032,817 in 1957, compared with \$1,324,506,774 in 1956. Net income for 1957 amounted to \$133,740,818 as compared to \$146,233,444 for 1956. It was, however, the third highest net income in the corporation's history.

The recession has made itself felt strongly in 1958 operations. Union Carbide sales in the first half were off 15% from the 1957 level, while the net declined 28%.

Union Carbide markets a gigantic, diversified line of products, largely for industrial uses. Approximately 10% of the total is sold in finished form, with about 7% of the total sales going to overseas markets.

■ Chemicals account for 29% of total sales. The company makes more than 400 chemical products. It is the leading producer of petrochemicals. An entirely new class of materials, known as Polyox water-soluble resins, was introduced last fall and a new division, Union Carbide Olefins Co., was formed to produce and sell hydrocarbons.

Alloys and metals account for 25% of total volume. The company, producing more than 100 different alloys and alloying metals, is the largest supplier of ferroalloys of such metals as chromium, silicon and manganese. During 1957 commercial production of columbium metal and tantalum metal was started. Selling, metallurgical service and marketing research activities were greatly expanded.

■ Plastics account for 20% of sales. Bakelite is one of the largest producers of vinyl and polyethylene. A new liquid epoxy resin plant being built at Marietta, O., for completion in 1959, will have a rated capacity of 15,000,000 lbs. a year.

Gases account for 14% of sales. The company is the largest producer of acetylene and oxygen and of massive crystals of sapphire for use in infrared detection devices, electronic instruments, and missile nose cones.

■ Carbon products account for 12% of sales. The company, through National Carbon Co., is the leading producer of electrodes, refractory carbon, flashlights and batteries. In 1957, a seven-year expansion program was completed, adding nearly 100,000 tons a year to capacity for production of carbon and graphite products.

In addition, Union Carbide is the No. 1 operator of atomic energy plants, a leading producer of uranium, the largest supplier of tungsten, and one of the largest producers of vanadium.

■ Consumer products account for only a small percentage of total output but a large percentage of the advertising expenditures. These include Eveready flashlights and batteries (the largest sellers in their fields), Prestone anti-freeze (also the No. 1 seller in its field), Trek anti-freeze, Prestone automotive service products, 6-12 insect repellent (believed to be No. 1 in the market), Dynel textile fibers, Pyrofax bottled gas for heating and cooking (the leading seller) and synthetic gems.

Among the new consumer products introduced in 1957 were 12 new Eveready garden chemicals. A new national sales group of National Carbon Co. was formed to handle these products and also a forthcoming line of packaged products for the home, which will be introduced later in 1958.

■ National Carbon Co. is the principal consumer marketing arm of Union Carbide, handling the Pres-

tone products as well as the Eveready line. The company began to expand the Prestone line in 1955, adding more products last year. Now marketed under the Prestone name are two sealer and stop-leak preparations, an anti-rust and water pump lubricant, a heavy-duty cleaner, a 10-minute radiator flush, a windshield washer solvent, a car wash and two car-finish protectors—one a paste wax and one a liquid. These products are still too new to have carved out much of the market.

Union Carbide is the ninth largest user of business publications, with an expenditure of \$1,599,100 in 1957. Its expense for newspaper advertising also rose from \$694,501 in 1956 to \$736,942 in 1957.

■ The major expense in advertising, however, was network television, where 1957 time charges of \$1,191,864 almost doubled the 1956 figure of \$620,043. A large part of this expense was for prod-

**To Sell Kansas Farmers . . .**

The Dominant Selling Force in Kansas Agriculture  
 Issued Semi-Monthly in State Farm Paper Format  
 Intensive Coverage of Commercial Farms  
 Edited 100% for Kansas Agriculture  
 A "Top Third" Farm Income State  
 90.3% of Readers Live on Farms

*A Stauffer-Capper Publication*  
 SALES OFFICES: New York, Chicago, Cleveland, Topeka and Los Angeles

State  
Farm Paper  
for  
KANSAS

**Use KANSAS FARMER**



## He's Reading His Newspaper!

“There's always something of vital interest in every weekly issue of *Transport Topics*,” says Chairman of the Board Henry E. English, shown discussing the latest trucking news with his son, O. B. English, President of Red Ball Motor Freight, Inc., Dallas, Texas.

“Hardly a day goes by that we don't consult *Transport Topics* on some point that's vital to the successful operation of our business. *Transport Topics* plays such an important part in keeping us informed that we have it delivered to all of our supervisory employees and terminal managers every week.”

Because it's the only national weekly in the truck fleet field, *Transport Topics* is *must reading* for owners and operators of a combined fleet numbering 1,117,820 pieces of equipment and comprising 73% of all highway trailers.

Noted for its fast, complete, weekly coverage of all the

news in trucking, *Transport Topics* is the Bible of the Trucking Industry. That's one of the reasons why 82% of all subscriptions are renewed and *paid for* every year.

Advertising to 22,384 paid subscribers (statement for 6 months ending June 30, 1958, as filed with the ABC, subject to audit) of *Transport Topics*, you're addressing your message to the bulk of the \$6,000,000,000 for-hire trucking industry. For these are the big, high-mileage fleets that buy frequently and in volume. Reach them the first of the week—*every week*—through the pages of *Transport Topics*.



Newest and most modern of Red Ball Motor Freight's 58 terminals is this one at Houston which embodies the latest mechanical freight-handling equipment. Covering over 6,000 miles of certificated routes in the southwest region, Red Ball operates approximately 1000 units.

# Transport Topics

*In Its Twenty-Third Year*

National Newspaper of the Motor Freight Carriers • 1424 Sixteenth St., N. W., Washington 6, D. C.

uct advertising by National Carbon, which sponsored such shows as the "Dean Martin Special Show," and a "World Series Special" on the eve of the opening of the World Series. It also co-sponsored the "Perry Mason Show," "Sugarfoot," "Navy Log," "Football Preview," and "John Daly and the ABC News." These shows all ran during the fall season and featured Prestone anti-freeze, with occasional 30-second spots on Eveready products.

As in 1956, Union Carbide was co-sponsor of "Omnibus."

ADVERTISING EXPENDITURES	
	1957
Newspapers	\$ 736,942
Magazines	1,447,487
Business Publications	1,399,190
Farm Publications	110,863
Network Television	1,191,864
Spot Television	45,320
Outdoor	290,890
Total Measured	5,181,576
Total Unmeasured	11,868,424
Estimated Total Expenditure	17,050,000

**MARKETING PERSONNEL**  
 George Sykes, manager, corporate advertising and public relations  
 Carol W. Patton, manager, advertising, Bakelite Co.  
 Laurence F. Granger, manager, advertising, Electro Metallurgical Co.  
 Joseph P. Reap, manager, advertising, Haynes Stellite Co.  
 Homer R. Morrison, manager, advertising department, Linde Co.  
 Albert H. Brust, manager, advertising and sales promotion, National Carbon Co.  
 Richard B. Barker, advertising manager, Pyrofax Gas Corp.  
 Geoffrey F. Brown, manager, advertising, Silicones division  
 George B. Moynahan, manager, advertising, Union Carbide Chemicals Co.  
 Robert K. Kennedy, advertising manager, textile fibers department, Union Carbide Chemicals Co.  
 Clinton V. Pickering, Jr., manager, advertising department, Union Carbide International Co.  
 William R. Hemrich, advertising manager, Food Casings division, Visking Co.  
 William A. Heinemann, advertising manager, Plastics division, Visking Co.

**ADVERTISING AGENCIES**  
 J. M. Mathes Inc., New York—Corpo-

ration advertising, Jan H. H. Meyer; Bakelite Co., Stewart Mitchell and Joseph Lane; Electro Metallurgical Co. and Haynes Stellite Co., Roger N. Peterson; Linde Co. and Silicones Division, Walter M. Cramp; Pyrofax Gas Corp., John D. Orr; Union Carbide Chemicals, industrial and fine chemicals, Joseph Gornick, and 6-12 insect repellent, Donald Kehn.  
 Anderson & Cairns, New York—textile fibers (Dyne) — Thomas Vohs, account executive.  
 William Esty Co., New York—National Carbon Co. (Prestone and Eveready products)—James F. Behan, account executive.  
 Richard LaFond Advertising, Inc., Bakelite Company, Arnold Wehmann and William Rohde.  
 A. S. Noble Inc., New York—Union Carbide Chemicals (agricultural chemicals)—Troy Ferguson, account executive.  
 National Export Advertising Service, New York—Union Carbide International Co.—Joseph Madden, account executive.  
 O. S. Tyson, Inc., New York—Union Carbide Chemicals (fluorocarbons) Howard A. Gauvain.  
 Edward H. Weiss and Co., Chicago—Visking Co. (plastics and food casings).

## United Merchants & Manufacturers

United Merchants & Manufacturers, New York, is the nation's 81st largest advertiser, with a total 1957 advertising expenditure estimated at \$9,697,700, of which \$5,197,633 was in measured media. The previous year's expenditures were estimated at \$9,171,452, of which \$4,671,452 went into measured media.

Sales for the company, a textile and clothing manufacturer, in the fiscal year ended June 30, 1957, were \$460,990,846 as against \$433,061,222 in fiscal 1956. Net profit after taxes was \$9,887,665 in 1957 as against \$13,810,113 in 1956. The decrease in profits was attributed to strong competition in many lines. Imports into the U.S. market from countries with lower labor costs were blamed by the management for having prevented what it considered a proper return.

United Merchants is composed of 12 merchandising and distributing units, 14 weaving mills, 13 finishing plants, a research laboratory, two selling agents, a commercial factoring and financing operation and the Robert Hall clothing store chain. During the past year the unprofitable activity at the company's Brookfield Mill was discontinued and the properties disposed of. Operations were also discontinued at the Glasco finishing plant in New England. The plant's modern operating equipment was transferred and consolidated with the company's plant at Old Fort, N.C. Export sales were reported about the same as the previous year, but United gave out no sales figures. The net income on export was reported at \$1,253,545.

United's international company has become allied in foreign countries with various producers and finishers of textiles and is supplying them with technical processes and specialized services. All of United's foreign companies operated at a profit during 1957, with the exception of the Brazilian subsidiary, which did not get into normal production until this year.

The Robert Hall clothing store chain accounts for the bulk of the United Merchants' advertising budget. This subsidiary, which is a highway, supermarket type of chain operation, continued to expand as 15 new stores were opened during the past year. Eight other stores were moved to better locations. Now 253 stores are in operation. As in previous years the greatest concentration of radio-tv advertising was centered in such Robert Hall markets as New York, Chicago, Detroit, Baltimore, Washington and Los Angeles.

For Robert Hall, \$4,928,930 was budgeted in spot tv during 1957. Hall expects to expand its tv and radio coverage anywhere from 15% to 25% in many of its markets, including 10 which have new stores, during the fall of 1958. This will not mean an additional dollar expenditure of any size, however, since the planned campaign will use special package deals with stations which will give the chain increased coverage for approximately the same money as last year. The Hall spot radio budget, estimated at \$2,500,000 during 1956, was increased 10% or approximately \$250,000 in 1957. There was an additional \$2,000,000 in newspaper advertising at local rates.

United spent \$193,733 on general magazine advertising during 1957. Again the major expenditure was for Robert Hall, which accounted for \$109,755; \$45,010 was devoted to Con Tact Decora plastic and the remainder divided between Juilliard Cohama and

Roonmaker fabrics. There was an additional expenditure of \$4,000 each for Cohama and Con Tact in Sunday magazines. \$75,000 was spent on business magazines for all products.

Frank B. Sawdon Inc. has been the Robert Hall agency since 1942. Since 1950 Mr. Sawdon has been doubling as top sales and advertising executive of Robert Hall and president-owner of the Sawdon agency. Sawdon also handles the Con Tact product of the Cohn-Hall Marx division of United Merchants. The parent company has no central sales and marketing staff for its United Merchants & Manufacturing divisions.

ADVERTISING EXPENDITURES	
	1957
Newspapers	\$ 40,874
Magazines	193,733
Business Publications	75,000
Spot Television	4,928,930
Total Measured	5,197,663
Total Unmeasured	4,500,037
Estimated Total Expenditure	9,697,700

**MARKETING PERSONNEL**  
 (Cohn-Hall Marx)  
 Alvin H. Goldstein, advertising director (Robert Hall)  
 Frank B. Sawdon, vp in charge of sales and advertising  
 Philip Schiller, general sales manager  
 Advertising  
 Herbert W. Weisenberg, advertising director  
 Eugene Spero, newspaper advertising manager

**ADVERTISING AGENCY**  
 Frank B. Sawdon Inc., New York—Robert Hall—Jerry Bess, account executive; Con-Tact Product of the Cohn-Hall Marx Co. division (no account executive for Con-Tact).

## Warner-Lambert Pharmaceutical Co.

Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., is the nation's 19th largest advertiser, with 1957 domestic expenditures estimated by ADVERTISING AGE at about \$28,000,000, of which \$14,604,431 was in measured media. In 1956 domestic expenditures were estimated at about \$23,000,000, of which \$12,500,000 was in measured media.

The company reports a worldwide 1957 advertising expenditure of \$34,842,039, compared with \$29,334,439 in 1956 and \$23,243,184 in 1955.

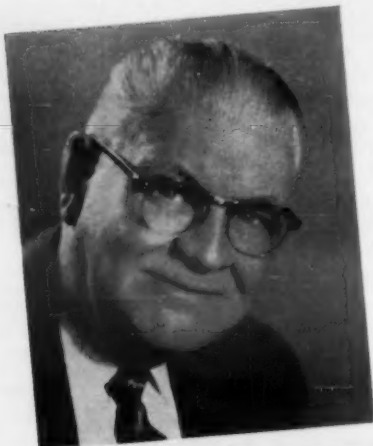
The company's total 1957 ad figure probably does not include certain ethical advertising expenses, which might be listed under different categories and may well raise the company's ad figure by several million dollars. At least two-thirds of the company's advertising is believed spent for the Family Products division, where the major proprietaries, cosmetics and toiletries are marketed.

Warner-Lambert sales topped the \$100,000,000 mark for the first time in 1955 and last year reached the record total of \$176,290,000, including certain non-consolidated foreign subsidiaries (sales including consolidated subsidiaries totaled \$157,887,506). In 1956, sales including non-consolidated subsidiaries totaled \$153,320,000 (\$137,772,000 consolidated). Net income last year was \$14,329,893, compared with \$10,826,010 in 1956.

## Regular Features Back Next Week

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for data on the leading advertisers. The usual features will be back in their regular places next week.

**He finds the answers at home with the aid of...**



**JIM WILLIS**  
 Advertising & Sales Manager  
 Redi-wip,  
 Los Angeles

Writes Mr. Willis: "There are so many department heads in our company who are readers of Advertising Age that it is impossible to lay the magazine down, expecting to get it back later, which is the reason I have it delivered to my home. Its steady information on so many subjects keeps me up to date on all national issues and reflects in the success I have had in handling the advertising and sales of Reddi-wip and Rod's Salad Dressings.

"We are planning a national distribution on Rod's four wonderful dressings—Sour Cream, Imported Roquefort, Imported Bleu Cheese, and Thousand Island. Your market information has helped us materially in selecting the right procedure in each market. The chance to weigh these problems with the aid of Advertising Age is giving us the answers."

Why don't you try finding the answers at home with the aid of Advertising Age? The cost is next to nothing—one full year (52 issues) for only \$3, which comes to less than 6¢ a week! Mail the coupon now.

### YOUR SATISFACTION GUARANTEED

ADVERTISING AGE, 200 East Illinois St., Chicago 11, Ill.  
 I want to try Mr. Willis' technique—namely, reading Advertising Age at home. Put me down for a \$3 yearly subscription. It is understood that my satisfaction is guaranteed—or my money back pronto.

Mail this coupon NOW

My Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Nature of Business \_\_\_\_\_  
 Home Or  
 Office Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
 \$3 enclosed  Bill Firm  Bill me  Already a subscriber? If so, just check here and your subscription will be extended at the \$3 rate.

For the first six months of 1958 an increase of about 2% in sales and earnings has been reported, with total worldwide sales for the half at \$80,352,000 and consolidated net at \$5,669,000. For the first six months of 1957, the sales and earnings increase was about 10% ahead of the previous year.

■ Notable for its merger-minded ways and more than 50 acquisitions since its founding as the William R. Warner Co. in 1856, Warner-Lambert took a breather in 1957. The company made no acquisitions but devoted itself to consolidating moves calculated to derive maximum benefits from its recent mergers with the Lambert Co. (1955) and Emerson Drug Co., Nepera Chemical Co. and its Anahist Co. subsidiary (all 1956).

As a result of these consolidations, Warner-Lambert has reduced its marketing divisions to four major units and its total operating divisions to 13. The four major units are: Warner-Chilcott Laboratories for all ethical drug products; Family Products division for major proprietaries, cosmetics and toiletries; Pro-phy-lac-tic Brush Co., for Warner-Lambert's brush and comb line and custom-molded plastics, and W-L International, which markets all of the company's products abroad. International sales last year totaled \$45,000,000, or 25% of the total volume, compared with \$41,000,000 in 1956. Pharmaceuticals accounted for 64% of 1957 foreign sales, toiletries and cosmetics 34% and drug sundries the remaining 2%.

■ Warner-Lambert's other operating divisions include: Nepera Chemical for bulk chemical manufacturing; Lambert-Hudnut Mfg. Laboratories for the manufacture of cosmetic, toiletry and some proprietary drug lines; Emerson Drug division for manufacturing Bromo-Seltzer and Fizzies; Standard Laboratories for diverse old-line household remedies; Parfums Ciro for an exclusively franchised group of cosmetics; two manufacturing units for glass containers, Gulfport Glass Corp. and Maryland Glass Corp.; Warner-Lambert Canada Ltd. and Lambert & Feasley, the company's own advertising agency which handles both W-L and outside accounts.

The strong trend toward pharmaceuticals, especially proprietaries, evident in sales for the last ten years, and the direction away from the toiletries and cosmetics business, continued in 1957. The company reported 60% of its domestic volume in pharmaceuticals, compared with 57% in 1956, 47% in 1955 and only 29% in 1951. Toiletries and cosmetics accounted for 18%, a continuing drop from 20% in 1956, 28% in 1955 and 71% in 1951. Drug sundries were slightly over 8% and the remaining 14% was accounted for by plastics and glass containers.

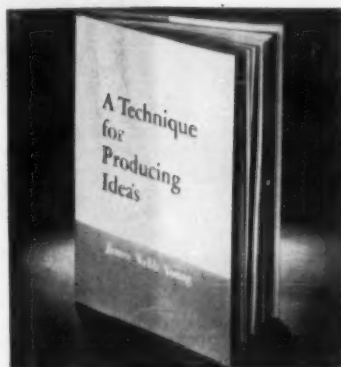
■ In the consolidation process, the advertising-important Family Products division was given responsibility for the marketing of Listerine antiseptic and dentifrices, Bromo-Seltzer and Fizzies, Anahist and Super Anahist cold remedies, Richard Hudnut hair products and cosmetics, DuBarry beauty preparations and Sportsman grooming products. Named to head the division was John S. Hewitt, formerly president and general manager of Anahist Co. Robert G. Urban, formerly exec vp of Lambert-Hudnut, became exec vp of the division and Irvin W. Hoff, who joined the company from Colgate-Palmolive Co. last year, became vp of advertising for the division.

Two separate sales forces are maintained in the division. A proprietary group handles products sold through chain stores, drug

and food wholesalers and is primarily responsible for selling Listerine, Anahist, and Bromo-Seltzer, while supporting the other group in those Richard Hudnut items sold in mass outlets. The second sales force solicits accounts handling Richard Hudnut, DuBarry and Sportsman and also represents the Ciro perfumes division in its selected outlets.

■ Listerine antiseptic, the largest single item sold and advertised by Warner-Lambert, shattered all records in 1957 with a 45% increase over 1956, a high not only in total sales but in percentage of sales increase as well. Last year's virus epidemics contributed substantially to the increase, although the company says sales were well ahead even in the eight months before the epidemics began. At the height of the Asian flu season, the Food & Drug Administration cracked down vigorously against drug advertisers promoting their anti-flu potencies. Listerine had run pages saying the antiseptic

## A Technique for Producing **IDEAS**



Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only \$1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.

for the third consecutive month (May, June, July 1958\*)

# THE HOUSTON POST leads all Houston newspapers in daily retail linage.

Post Circulation  
at all time high  
**216,209 Daily**  
**225,374 Sunday**

\* Media Records Full Run

# THE HOUSTON POST

W. P. Hobby  
Chairman  
of the Board  
Oveta Culp Hobby  
President

Represented Nationally by Moloney, Regan & Schmitt

was "deadly" to flu virus on contact. FDA seized several shipments of the product on the grounds that it would not provide the protection indicated in promotion materials which were attached to the shipping cartons.

Warner-Lambert subsequently signed a stipulation agreement with the Federal Trade Commission that it would not make anti-flu claims "unless and until adequate scientific evidence establishes that such protection results to a substantial or significant degree."

At one point, Listerine orders were so heavy that it was frequently shipped without the traditional but time-consuming brown paper wrapper around the bottle. Listerine is estimated to have some 60% of a \$40,000,000 market. Over \$2,000,000 was reported spent in measured media last year; \$1,164,259 in general magazines, \$533,216 in newspapers, \$335,533 in network television and \$106,290 in spot tv. The 80-year-old product is currently undergoing very cautious new package testing in several West Coast markets, aimed at improving it as a television personality and eliminating some of the production bottlenecks of a paper wrapper, while still retaining its unique identification.

Listerine and Antizyme toothpastes are virtually unadvertised. Antizyme's share of market grows ever smaller while Listerine toothpaste, promoted with a two for 59¢ deal since 1956 "proved increasingly successful in 1957. Sales almost doubled with a corresponding increase in profits." The dentifrice probably has well below 5% of the total market.

The line of Super Anahist products also made record-breaking gains in 1957, according to the company. Super Anahist cold tablets and Antibiotic Nasal Spray

lead in their respective markets, says W-L, while the cough syrup "ranks close to the leader." Measured media expenditures here include more than \$4,500,000 on the cold tablets, of which \$3,846,710 was in spot tv.

In the hair field, especially in home permanents, W-L showed less encouraging gains, along with other manufacturers in this field. Sales of Quick were below 1956, when heavy introductory sales followed a major product change. Bliss, a creme home permanent in a tube, and Beauty Curl, a non-alcoholic hair spray, were introduced last year. This past May, W-L took all Hudnut hair preparations from Sullivan, Stauffer, Colwell & Bayles, representing \$1,500,000 in billings, and reassigned them to Lambert & Feasley. SSC&B had the account for about a year and a half. A definite also-ran in this field, the company has decided—as it did with toothpaste—not to compete with the giants advertisingwise.

Toiletry and cosmetic operations for DuBarry and Richard Hudnut were strengthened through elimination of less profitable items and a general movement toward high volume products. New product introductions in 1957 included Seven Winds, a new line of DuBarry fragrance cosmetics; Showcase lipsticks; Color-Glo color rinse and the Deauville line of bath products. Last March, DuBarry royal jelly lipstick was introduced. For Crio perfumes, an upgrading program is in progress, involving new packaging, better products and a minimum of prestige-losing trade promotions. As a result, last year "sales exceeded all historical records."

Sales for Bromo-Seltzer, the dual stomach-headache remedy, are reported showing increases af-

ter some years of leveling off. The product moved from Lennen & Newell to Warwick & Legler, a new W-L agency, during the year. Warwick & Legler was also named in June for a new proprietary scheduled for fall marketing. Bromo-Seltzer spent \$424,000 in spot tv, \$335,000 in network tv and \$8,900 in newspapers last year. As a headache remedy its share of market appears to be fractional; for stomach distress, it appears to be generally below 5%. Fizzies, the soft drink tablet introduced by the Emerson Drug division, is now available nationally.

Consolidation has also been the theme in W-L's ethical marketing areas. The Nepera Laboratories division has been merged entirely into Warner-Chilcote Laboratories and all former Nepera products now carry the Warner-Chilcote label. While less than one-quarter of sales volume (22.2% last year), ethicals have always brought the company its best profit margin. "Sales and earnings both gained substantially and profit margins widened appreciably as a result of expanded volume and improved efficiency."

Leading advertised products in this division are Gelusil, a leading antacid adsorbent; Peritrate, a prophylactic agent for angina pectoris; Tedral, an anti-asthmatic; Probid, a purified thyroid drug, and Pacatal, the company's entrant last year in the tranquilizer field. Already a multi-million dollar prescription, Pacatal was a major contributor to 1957 pharmaceutical volume and increased growth is expected this year "through the development of new indications and applications of the drug in areas related to mental illness, and increased use in mental institutions." Major products added through the Nepera merger were Pyridium, a urinary analgesic; Mendelamine, a urinary antiseptic; Biomydrin, for ear, nose and throat infections, and Chole-dyl, a drug for asthma and heart conditions.

Advertising is directed entirely to the medical and allied professions and is prepared by a combination of an internal advertising staff and three outside advertising agencies. Formerly handled almost entirely by William Douglas McAdams, the lineup now includes Sudler & Hennessey and Lambert & Feasley. In addition, the internal staff has been increased with an art director, two staff artists, two copywriters, a product advertising manager and two assistant advertising production managers. The division's marketing research department and the sales department have been increased. All these functions are now under the supervision of Spencer M. Fossel, formerly with L. W. Frohlich & Co., who was named to the newly-created position of vp for marketing.

The Standard Laboratories division spent \$50,000 last year for newspaper advertising in selected markets for Sloan's Liniment, still one of the best known remedies in the field but not at its former prominence. Another \$50,000 was concentrated on the Negro market early this year "with encouraging results." Other products in the division are Veracolate, a bile salts laxative, and Vince, a mouthwash and dentifrice, both advertised ethically only.

The Pro-phy-lac-tic Brush Co. is one of the largest makers of toothbrushes, a large line of hair and hand brushes, combs and other plastic toiletry items under the Jewelite and Pro-phy-lac-tic names. A separate division, Pro-lon plastics, markets Melamine dinnerware (Florence, Beverly and Pro-lon institutional) and custom-molded plastics for the automotive, refrigeration and furniture

industries.

Early this year, a new tooth brush, the Pro Double Duty, was introduced. Designed with rows of gentle, white bristles surrounding a core of firm, blue bristles the brush is supposed to clean and massage simultaneously. The company says sales have "surpassed all expectations" with the first year's estimate sold out in the first six months. The division also took Perma Grip, a dental product on the market for more than 20 years, into its first national advertising in April with small space Sunday supplement ads placed through Lambert & Feasley. Sales are reported the "highest in history."

Speaking of Lambert & Feasley, where more than 50% of the billings is in other than Warner-Lambert products, the company remarked:

"We expect it to compete for our own brands with other advertising agencies but not to be favored. We expect it to continue to service to the best of its ability the several accounts it now has which are not a part of the parent company. We believe it is most important for L&F or any other advertising agency to be experienced in industries other than our own. We are firmly convinced that it can only function effectively as an agency for our brands, or for any of its other accounts, if it maintains at all times complete independence of thought and action."

Other corporate activity during 1957 included the sale of W-L's Jersey City plant, netting about \$500,000, major additions at the Morris Plains headquarters in administration and manufacturing, the merging of all research activities into a Research Institute under Dr. L. Earle Arnow and land purchases for expansion in several countries abroad.

Early this month Robert G. Urban unexpectedly resigned as exec vp of the Family Products division to join Hazel Bishop Inc. as president and chief executive officer. Before joining Warner-Lambert three years ago, Mr. Urban was vp in charge of marketing at J. Walter Thompson Co.

	ADVERTISING EXPENDITURES	
	1957	1956
Newspapers .....	\$ 2,161,024	\$ 511,417
Magazines .....	3,681,849	2,846,097
Farm Magazines .....	118,995	4,350
Business Publications .....	481,300	524,500
Network Television .....	2,532,393	2,265,660
Spot Television .....	5,099,870	6,383,100
Total Measured .....	14,604,431	12,535,124
Total Unmeasured .....	13,305,569	10,464,876
Estimated Total Expenditure .....	28,000,000	23,000,000*

\* Revised figure.

**FAMILY PRODUCTS DIVISION**  
Morris Plains, N.J.

**MARKETING PERSONNEL**  
John S. Hewitt, president  
Irvin W. Hoff, vp for advertising  
Gerald S. Fowler, vp and director of marketing, DuBarry  
Matthew F. Ruffe, director of marketing, Richard Hudnut  
Jessica Canne, product advertising manager, DuBarry  
Clifford W. Pettitt, product advertising manager, Sportsman and miscellaneous Hudnut items  
Gilbert F. Klein, manager of sales promotion, cosmetics  
Daniel H. Sterling, sales manager, cosmetics  
Paul Elliott-Smith, product advertising manager, proprietary drugs  
Joseph Brown, manager of trade promotions for Anahist  
John J. McClellan, product advertising manager, oral products  
William Strawson, vp and gen. mgr., Bromo-Seltzer and Fizzies

**ADVERTISING AGENCIES**  
Norman, Craig & Kummel, New York  
—Frank Ennis, account executive—DuBarry, Sportsman, Bliss.  
Lambert & Feasley, New York—C. Douglas Morris, account supervisor—Listerine Antiseptic, Listerine Toothpaste, Antizyme, Ciro; J. Waite, account supervisor—Richard Hudnut hair products.  
Ted Bates & Co., New York—C. L. MacNelly Jr., account supervisor, Don Ladd, account executive—Anahist and Super Anahist.  
Warwick & Legler, New York—Gene

McMasters, account supervisor—Bromo-Seltzer, new product.  
Lennen & Newell, New York—Henry Lowe, account supervisor—Fizzies.

**WARNER-CHILCOTE LABORATORIES**  
Morris Plains, N.J.

**MARKETING PERSONNEL**  
Sales  
Spencer M. Fossel, vp for marketing  
William N. Enes, director of sales  
Tom G. Bastyr, field sales manager  
Gerald M. Slade, manager of trade relations  
Glenn A. Hastings, manager of sales promotion  
Raphael Cohen, manager of laboratory supply division  
William H. Myach, manager of sales administration  
Advertising  
Paul B. Robinson, director of advertising and promotion  
William D. Gulick, advertising manager  
John L. Robinson, product advertising manager  
Paul Bancroft, assistant advertising manager  
Jean S. Travis, advertising production manager  
Edward Colker, art director

**ADVERTISING AGENCIES**  
William Douglas McAdams, New York  
—William F. B. O'Donnell, account executive.  
Sudler & Hennessey, New York—Stewart Williams, account executive.  
Lambert & Feasley, New York—Julian Garbat, account executive.

**STANDARD LABS INC.**  
Morris Plains, N.J.

**MARKETING PERSONNEL**  
Sales  
Douglas Brown, president  
Edward H. Fennell Jr., sales manager  
Advertising  
Cefr Berkley, advertising and sales promotion manager

**ADVERTISING AGENCY**  
The Rockmore Co., New York—Sloan's—Leonard Shaub, account executive.  
Noyes & Sproul, New York—Vince and Veracolate—R. A. Steindler, account executive.

**PRO-PHY-LAC-TIC BRUSH DIVISION**  
Florence, Mass.

**MARKETING PERSONNEL**  
Sales  
George W. Young, vp in charge of sales  
Robert G. Clayton, sales and merchandising manager  
F. W. Squires, director of chain store sales  
Victor S. Brand, eastern sales manager, New York city  
Charles F. Palmer, southwestern sales manager, Dallas  
Harold C. Gardener, western sales manager, Los Angeles  
Raymond M. Vincunas, central sales manager, Chicago  
Donald B. Harter, director of department store sales and promotions

Advertising  
Eugene A. McAlary, manager of advertising and display department

**ADVERTISING AGENCY**  
Lambert & Feasley, New York—Douglas G. Morris, account supervisor; Charles J. Lumb, account executive.

**PRO-LON PLASTICS DIVISION**  
Florence, Mass.

**MARKETING PERSONNEL**  
Sales  
John H. Moore, vp and general sales manager  
Elmer H. Thompson, vp, sales manager of custom molding  
Michael Murphy, eastern regional sales manager  
Walter Schatz, midwest regional sales manager  
Arnold Graff, west coast regional sales manager

Advertising  
John H. Moore, vp, sales promotion and advertising for Melmac tableware under the names Pro-lon, Florence Beverly and Cadence

**INTERNATIONAL DIVISION**  
Morris Plains, N.J.

**MARKETING PERSONNEL**  
Leo Klobertanz, advertising and promotion manager, ethical drugs  
Fred Nelson, advertising and promotion manager, cosmetics  
Herman Hirzel Jr., advertising and promotion manager, proprietaries

**Stanley Warner Corp.**

Stanley Warner Corp., New York, is the nation's 57th largest national advertiser in 1957, with total estimated expenditures of \$14,000,000, of which \$6,064,836 was in measured media. The previous year's expenditures are es-

**Henrietta sees Red**

and puts a \$1,000,000 film library to work!

Timebuyer Henrietta Hickenlooper picks WJAR-TV because WJAR-TV has a corner on quality feature films in the Providence market—the cream of the crop from 20th Century Fox, Warner Brothers, Selznick, MGM, RKO, Columbia, United Artists!



In the PROVIDENCE MARKET

**WJAR-TV**

is cock-of-the-walk in feature films!



Channel 10 • Providence, R.I. • NBC-ABC • Represented by Edward Petry & Co., Inc.

limited at \$9,000,000, of which \$4,138,618 was in measured media.

The increase in 1957 expenditures is due primarily to stepped up tv spot expenditures and to the expenses incurred in the introduction of new products.

The company reports that 1958 ad spending is running ahead of the 1957 levels. Most of the budget goes to the International Latex division; the measured media totals are swollen beyond the point of reality because spot tv, mainly bought on a barter basis at what is said to be very low rates, is figured on a one-time rate card basis and does not allow for discounts.

■ Theater admissions and merchandise sales for the fiscal year ended Aug. 31, 1957, totaled \$115,125,300 for a record net income of \$3,767,800. Comparable figures for the fiscal year ended Aug. 25, 1956, were \$96,055,700 and \$3,194,200.

Sales for the first nine months of 1958 hit \$84,953,000, against \$83,699,000 for the corresponding period of the preceding year. But after taxes net income was down this year, compared with last—\$1,686,500, against \$2,665,900.

■ Stanley Warner broke into the 100 leaders list because of its bustling International Latex division. There are two other divisions, the theater operating division, which owns or leases nearly 275 movie houses throughout the country, and Cinerama, which produces and distributes—on a worldwide basis—the Cinerama movies. Between them these two divisions may spend about \$2,000,000—mainly in newspapers; the rest of the budget goes to Latex.

The movie picture chain acquired Latex Corp. in 1954 for \$15,000,000. Since then the girdle, baby pants, swimming cap manufacturer has expanded the Playtex line as well as the Isodine product list. Isodine is the company's "painless iodine" antiseptic. Isodine gargle and mouth wash and Isodettes throat lozenges are among the newcomers to the product list.

■ In 1957 Stanley Warner acquired Tailby-Nason Co., a small New England ethical company; this company was bought to use as a nucleus for the entrance of International Latex into the ethical pharmaceutical field.

Latex became a big user of spot television through a deal with C&C Television Corp., one of tv's most successful barter distributors, in 1956. Latex was guaranteed ten 60 and 20-second announcements per day on approximately 100 stations for five years. In return for this Latex agreed to pay C&C, which had the tv time spots, as a result of time-for-film agreements with stations, \$20,000,000.

■ In late 1957, Latex, which formerly maintained a production unit of about ten people to produce its tv commercials, turned this assignment over to its agency, Reach, McClinton & Co. The agency handles this job on a fee basis. Latex is planning to purchase an additional \$4,000,000 for tv spot time in the fiscal year beginning Sept. 1. On this basis the agency receives the standard commission. The agency gets a 15% commission on the spots that are bought in the usual fashion.

Early in 1958, the company announced that its advertising would be stepped up to a \$15,000,000 budget this year, with tv getting two thirds of the amount. Playtex, which has increased its share of market in girdles and bras, reports it is running 50% ahead of last year's sales levels.

ADVERTISING EXPENDITURES		
	1957	1956
Magazines .....	\$ 15,685	\$ 604,720
Newspapers .....	1,326,518	2,933,683
Spot Television .....	4,722,600	1,322,940
Total Measured ..	6,064,803	4,861,343
Total Unmeasured	7,935,137	4,138,618
Estimated Total Expenditure ..	14,000,000	9,000,000

**MARKETING PERSONNEL**  
 Harry Goldberg, manager of advertising and public relations for parent company, and theater and Cinerama divisions

**CINERAMA DIVISION**  
 Advertising

Arthur Manson, advertising director  
 Sales  
 B. G. Kranze, sales vp

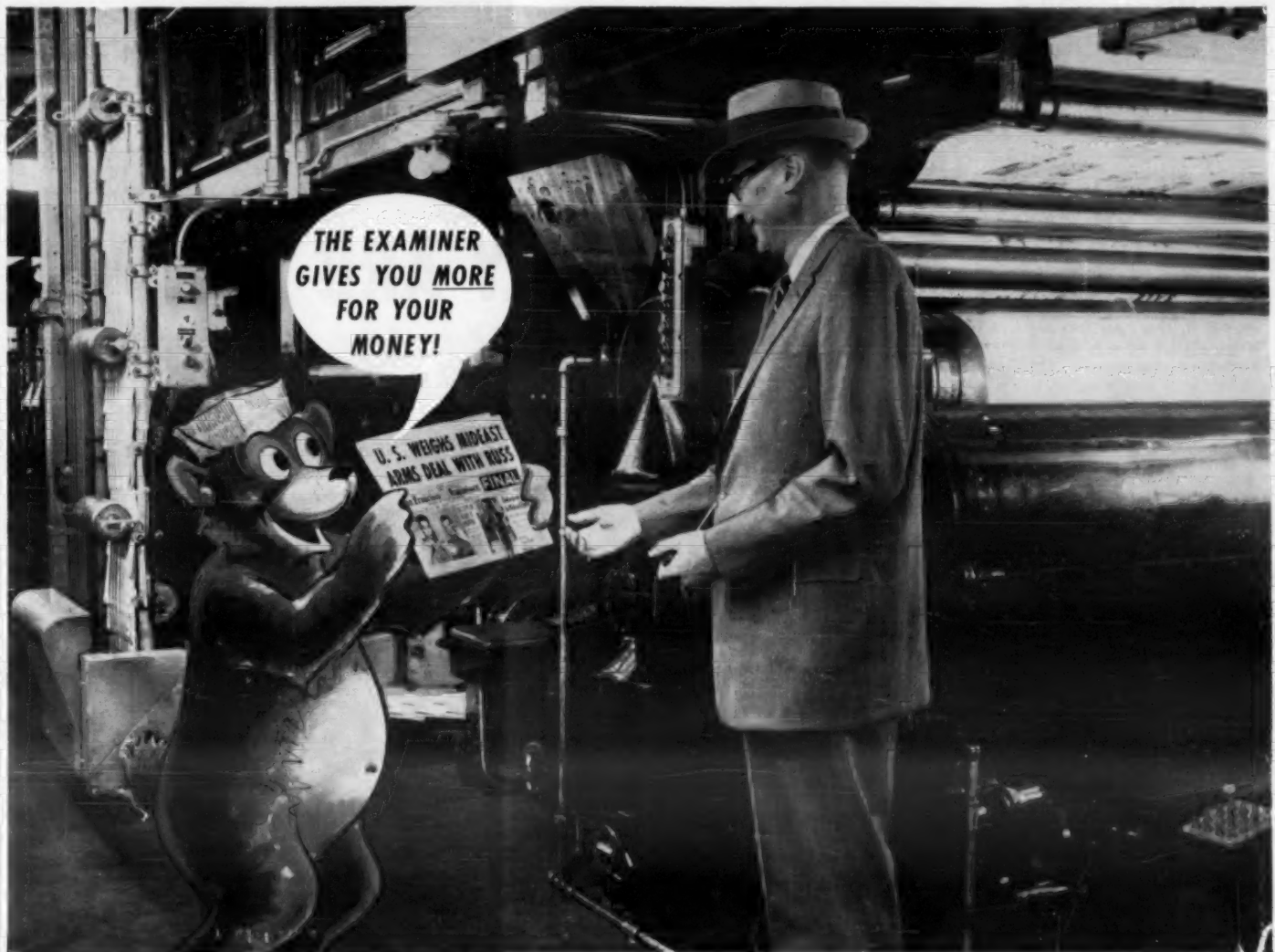
**INTERNATIONAL LATEX CORP. DIVISION**

**MARKETING PERSONNEL**  
 Sales  
 A. B. Peterson, marketing vp  
 Harold Rudominer, vp charge of sales, women's wear

ADVERTISEMENT



NATION'S LARGEST NEWSPAPER USES CLOCK SPECTACULARS. installed throughout New York subway stations. Write Uptown and downtown, crosstown and midtown the today for the full story on this exciting new way of New York Daily News is selling the big New York advertising to the millions of New York subway riders. market 24 hours a day with the most spectacular medium in this market...CLOCK SPECTACULARS - YORK 13, N. Y. (CA 6-6800).



Gigantic eight-unit press recently added to The Examiner's printing plant. This \$1,500,000 investment gives The Examiner more color, brings its readers and advertisers a bigger, brighter newspaper.

**Daily or Sunday--**  
**more News, Features and Advertising**  
**in The Examiner**  
**2,764 more pages in June**  
**than the next San Francisco Newspaper!**



**The San Francisco Examiner**

REPRESENTED BY HEARST ADVERTISING SERVICE INC.

San Francisco Newspapers	
Total Pages-----June, 1958	
Daily EXAMINER	7,358
Sunday EXAMINER	5,408
Daily Chronicle	5,394
Sunday Chronicle	4,608
Call-Bulletin	4,884
News	4,256
Source: Media Records June, 1958	

Norman Allen, vp, industrial product sales and advertising  
Bernhardt Denmark, vp and marketing director of family products  
Howard Brod, vp and marketing manager, pharmaceutical division  
Vic Klam, vp and marketing director, women's wear  
Don Strickland, general manager sales manager, family products and drugs  
**Advertising**  
David Ketner, vp charge of advertising  
San Gabow, advertising brand manager, women's wear  
Jay August, advertising brand manager, family products  
Charles Rosen, advertising brand manager, pharmaceuticals  
Thomas Prange, broadcast media director

#### ADVERTISING AGENCIES

Monroe Greenthal Co., New York—  
theater operating division and Cinerama division—Herbert Hauser, account executive.  
Reich, McClintock & Co., New York, International Latex division—Charles Dallas Reich, account manager; William Pank, account supervisor on soft goods; Henry Jacobson, account supervisor on Isodine products, and Richard Gordon, account executive.

### Wesson Oil & Snowdrift Co.

Wesson Oil & Snowdrift Co., New Orleans, is the nation's 88th largest advertiser, with total expenditures estimated at about \$8,000,000 in 1957, including \$7,589,754 in measured media. This was about the same as the estimated total for 1956 and nearly double the 1955 estimated total of \$4,250,000. The 1956 total included \$6,127,489 in measured media, compared with \$1,238,233 in 1955.

The company's profits have declined in the past three years and a good part of this was attributed by board chairman A. Q. Petersen as "due to severe competitive conditions and a substantially increased advertising budget."

In the fiscal year ended last Aug. 31, sales increased to \$172,433,495 from the \$165,379,058 of the previous year but net profit dropped to \$2,662,052, compared with \$4,064,649 previously.

In the first nine months of fiscal 1958, ended last May 31, sales dipped slightly to \$126,471,407 from the previous year's \$132,399,283, but the net rose to \$1,942,952 from \$1,681,040. Wesson's peak sales and earnings in the past ten years were chalked up in 1948 when sales totaled \$223,048,533 and net profit was \$20,255,079. Lowest sales in ten years were in 1950 when they dropped to \$145,927,129, but brought second highest earnings of \$8,705,229.

Wesson's big consumer product is Wesson oil, which ranks as the nation's largest selling salad oil and liquid shortening. Last year it was backed by a campaign featuring "no smoke" demonstrations. Also in 1957 a new half-gallon size was successfully marketed.

Snowdrift, the company's consumer solid shortening, ranks second in the region where sold—the 22 southern and Pacific Coast states and metropolitan Chicago. Sales in 1957 were given impetus by a new labeling program, launched late in 1956 with the aid of Ernest Dichter, Jim Nash and the Wesson agency, Fitzgerald Advertising Agency.

The new package featured a snowy blob of Snowdrift shaped in a letter S, and was backed by heavy spot tv. Wesson's regular "John and Marsha" commercial, voted the best animated commercial of 1956 by the New York Art Directors Club, was revised to push the new package.

The company's MFB, Quik Blend and Wesson Oil (in 5 gal. cans) are three of the ten branded shortenings and cooking oils sold in bulk to the institutional and manufacturing food industry. Under the Blue Plate label, the company also sells margarine, mayonnaise, salad dressing, coffee, tea, peanut butter, canned vegetables,

jams, jellies and seafood.

Subsidiary companies owned by Wesson are the South Texas Cotton Oil Co., Blue Plate Foods Inc., Wesson Oil & Snowdrift Sales Co., Southern Shell Fish Co., Southport Paint Co. and Fidelity Chemical Corp.

Wesson also lists the following "operating organizations": Monroe Oil & Fertilizer Co., Monroe, Ga.; Meridian Fertilizer Factory, Hattiesburg, Miss.; Allen Gin & Milling Co., LaFayette, Ala.; Zebulon Ginning & Fertilizer Co., Zebulon, Ga.; Planters Gin Co., Clarence, La.; Hunter Gin Co., Cherry Valley, Ark.; East Point Gin Co., East Point, La.

Wesson, which once was only a cottonseed processor, has placed increased emphasis on packaged foods and now operates six vegetable oil refineries and shortening packing plants in New Orleans, Chicago, Memphis, Houston, Savannah, and Bayonne, N. J. Based on latest reports, Ohio Match Co. owns 27.5% of Wesson's outstanding common stock.

No major changes have occurred in the marketing and distribution program and personnel in the past year. Miles J. Kehoe, vp who has sales and marketing responsibilities, also directs advertising.

#### ADVERTISING EXPENDITURES

	1957	1956
Newspapers	\$ 2,516,264	\$ 1,965,913
Magazines	1,564,294	1,289,693
Farm Publications	61,600	51,800
Business Publications	100,000	100,000
Network Television	1,094,997	1,296,658
Spot Television	1,618,070	2,064,350
Outdoor	121,527	246,975
Total Measured	7,589,754	6,127,489
Total Unmeasured	410,246	1,872,511
Estimated Total Expenditure	8,000,000	8,000,000

#### MARKETING PERSONNEL

Sales, Marketing and Advertising  
Miles J. Kehoe, vp

#### Sales

H. P. Rowley, vp  
W. F. Guinee, assistant general sales manager  
E. H. Morrison, vp, New York  
H. C. Fisk, vp, New Orleans  
P. L. Brothers, vp, San Francisco  
M. D. Creasman, division sales manager, Chicago  
G. F. Hendry, division sales manager, Savannah, Ga.  
T. P. Martin, division sales manager, Houston

#### Advertising

H. D. Schneidau, assistant advertising manager

#### ADVERTISING AGENCY

Fitzgerald Advertising Agency, New Orleans—Robert Carley, account supervisor; L. F. Ohliger, account executive, Wesson Oil; John O'Connell, account executive, Snowdrift, and Jim McMahon, account executive, institutional products.

### Westinghouse Electric Corp.

Westinghouse Electric Corp., Pittsburgh, was the 10th largest national advertiser in 1957, as the company reported a total expenditure of \$36,000,000. Of this, \$12,735,048 was in measured media. The over-all total was up 12.5% over the 1956 total of \$32,000,000, of which \$15,267,023 was in measured media.

The increase, the company said, is part of its long range policy of expanding marketing operations. A major factor behind the increase, despite a drop in measured media, was a strong boost in co-operative advertising to support new lines. The co-op expenditures hiked the unmeasured total for Westinghouse. The measured media total for Westinghouse showed a decline, largely because of a drop in network television expenditures, which had been swelled in 1956 by coverage of the political conventions.

Total ad expenditures in 1958 are expected to rise to \$38,000,000.

Westinghouse came back strong in 1957 after the worst major industrial strike in 20 years in 1955-56—a strike that cost the company about \$290,000,000 in

business. The 156-day strike continued through late '55 and most of the first quarter of 1956, resulting in a sales drop from a peak of \$1.6 billion in 1954 to \$1.4 billion in 1955 and \$1.5 billion in 1956. Earnings dropped from \$79,900,000 in 1954 to \$42,803,000 in 1955 and \$3,492,000 in 1956.

But last year saw a great comeback as sales soared 32% to a record \$2,009,043,776 and net shot up to \$72,652,980, or \$4.18 per share.

A major factor in the over-all sales increase was a very substantial rise in sales of heavy electrical apparatus and atomic power equipment. Consumer product sales increased 10%. Other products also showed increases.

Westinghouse reported that its 1957 appliance sales increased, while the industry generally was down.

Most of Westinghouse business is industrial. The company disclosed in its 1957 annual report that the apparatus and general products divisions billed 60% of company volume, consumer products division 23% and defense products 17%.

1958 got off to a creaky start, apparently pinched by the recession, as first quarter sales dropped

5.5% to \$449,329,000, compared with \$475,686,000 in the previous first quarter. Earnings fell 9.1% to \$12,903,000, from \$14,198,000. Reporting the figures, board chairman Gwilym A. Price said that atomic business was holding up well but that sales of consumer goods such as appliances and radio and tv sets were "not good."

Although Westinghouse's major competitor, General Electric, is about twice as big, Westinghouse rates second to it in the electrical equipment business. This rating doesn't apply to the appliance field, however, where in 1957 Westinghouse was rated fifth in refrigerators and fourth in ranges.

Westinghouse underwent some important management changes at the start of this year. Mr. Price, who had been president since 1946, and chairman and president since 1955, was named chairman of the board last December. Mark W. Cresap Jr., exec vp and a director since 1955, was elected president and chief administrative and operating officer. E. V. Huggins was elected chairman of the executive committee and vp. John K. Hodnette was elected exec vp. Under Mr. Price's leadership, the company more than doubled its

manufacturing capacity and nearly tripled its sales.

The headquarters advertising department consists of three group advertising managers reporting to the director of advertising, Roger H. Bolin. Reporting to Mr. Bolin are S. F. Johnson, manager, apparatus and defense advertising; W. T. Rush, manager, general products advertising; and E. W. Seay, manager, general advertising.

The big news in Westinghouse television advertising this year was the purchase of one of the largest television packages ever bought by a single sponsor. Westinghouse will team up with Desi Arnaz and Lucille Ball for a series of weekly shows starting next Oct. 6. The shows will feature (1) a new, hour-long "Westinghouse Desilu Playhouse" with Desi as host and featuring top flight stars and (2) seven one-hour special programs starring Desi, Lucy and outstanding supporting casts. The new program, which will replace "Studio One," represents an aggressive move to tie in with the business upturn which is expected by fall. It will carry the company's corporate and consumer product messages to the public with four 90-second commercials

# JULY ARB SHOWS WTVJ HAS TOP SOUTH FLORIDA AUDIENCE!



**WTVJ**

captures

**48.4% share**

of audience

sign-on to sign-off

**Monday thru Sunday**

In addition, ARB reports that WTVJ is the most dominant station in the nation in share of audience among all the 3-V cities surveyed by ARB in July! Measure WTVJ's audience in South Florida. Compare WTVJ's standing with stations in other major markets. More than ever, WTVJ is a key buy in your TV planning!

**WTVJ • MIAMI**

**CHANNEL 4**

Represented by Peters, Griffin, Woodward



per show.

The company's television commercials are prepared by McCann-Erickson, and cover a wide range of Westinghouse consumer products, plus corporate messages on atomic power, defense projects, research and the company's role in the education of future scientists. Last March 24 the annual Westinghouse "Science Talent Search" was presented in a three-minute television message and a three-page ad in *Time*.

■ A corporate campaign in printed media, prepared by Ketchum, MacLeod & Grove, has stressed Westinghouse research and public service. The campaign included unusual space purchases in *Time*. Last September, five 2/3 pages in one issue told of Westinghouse contributions to the industrial life of the nation. The Nov. 4 issue featured seven 2/3 page vertical ads, which covered Westinghouse in atomic power, and for the first time *Time* published a four-page gatefold ad—announcing the successful operation of the Westinghouse reactor-powered Shippingport Atomic Power plant. The ads were closely coordinated with the corporate television messages to further the over-all "corporate image" campaign.

The major industrial promotion in 1957 as well as in 1958 is the company's "Power-Up" program. It is designed to sell industrial customers the electrical equipment they need for cost reductions in factories and to prepare for increasingly automatic production for future demands. The "Power-Up" message is being presented ten times on network television in 1958, two traveling road shows are bringing a live dramatization of "Power-Up" to over 125 cities across the nation, and direct mail, motion pictures, displays and business publications are also being used. Westinghouse plans to continue the program in 1959.

The apparatus, defense and general products advertising is serviced by Fuller & Smith & Ross. Rounding out the agency picture, Westinghouse announced last spring that the television-radio division account would be handled by Grey Advertising Agency. It was formerly serviced by McCann-Erickson, the agency that handles all other consumer products accounts for Westinghouse.

■ Behind the consumer products division's 10% increase in sales were these factors:

1. The most comprehensive ad-

vertising, promotion and merchandising campaign that the major appliance, television-radio, and lamp divisions ever conducted—a project carried on through 1958.

2. Reorganization of the national sales force to cover the market for major appliances and television-radio more effectively and to provide sales specialists competent to counsel and guide dealers at the local level.

3. Introduction of several new products.

■ In the fall of 1957, a completely redesigned line of major appliances was introduced with the theme, "Shape of Tomorrow." The theme is being continued in 1958 and 1959.

The major appliance division continues to invest heavily in television, and is the largest user of commercial time among company divisions. It budgets also for magazines, Sunday supplements and newspapers at the national level, and spends a sizable share of its budget on local advertising in newspapers, television, radio and outdoor, as funds are administered by distributors on a cooperative basis with dealers.

Last fall the tv-radio division

introduced its exclusive tv feature—Automatic Fine Tuning—and advertised it heavily in full-color national magazine, farm paper, and Sunday supplement ads with a strong back-up of national network tv. The campaign continued throughout early 1958 and was strongly supported by a complete display and merchandising program at the point of sale. Also, in early 1958, a new line of high-fidelity instruments was introduced with a concentrated campaign in magazines.

The lamp division, in a campaign aimed at the public, continued promotion of the new, tinted Beauty Tone light bulbs in 1957-58. Promotions to the trade in 1958 featured pre-packaged lamp merchandising assortments. In the industrial and commercial field, the division promoted its new fluorescent and mercury lamps as well as its group re-lamping plan. As part of this campaign, it utilized a heavy schedule, beamed to industrial-business men readers of *The Saturday Evening Post*.

■ Both the major appliance and the tv-radio divisions have fashioned a complete merchandising activity built around the new Westinghouse Desilu Playhouse television show. The merchandising program is to be launched by the "Playhouse" premiere Oct. 6. The major appliance division will support it with large space ads in 280 newspapers in 170 cities during October and November, while the tv-radio division has contracted for space in "Sunday" and locally-edited Sunday supplements in 60 cities during the same period. Dealer displays, local advertising, traffic-building premiums, and similar collateral materials are included in the promotion.

■ All consumer products divisions were active throughout 1957 and 1958 in creating and marketing new products.

Among these was a group of products that in midsummer of 1958 brought out of the laboratory the application of thermo-electric principles promising electronic refrigeration and a host of smaller cooling products for the home. First to be shown were a baby bottle cooler-warmer and a hostess cart with a refrigeration cabinet and an oven in the same piece of equipment.

The major appliance division showed a refrigerator employing a new material and new type of construction, as well as a radio remote-controlled oven and a complete new line of built-in refrigerators, electric ovens, and surface units. Refrigeration specialties disclosed a new type of water cooler less than seven inches wide, a bottle beverage cooler which can deliver without adjustment any shape and size bottle up to the 12-ounce type.

■ The tv-radio division added stereophonic sound to its high-fidelity instruments and also introduced a completely new line of portable stereophonic record players and several radio receivers. It showed a transistorized portable television receiver and indicated that it will be marketing one before long.

An incandescent light bulb, cylindrical in shape, was a new lamp division product in 1958, as was its Beauty Tone line in 1957. The cylindrical lamp marks the first change in styling and design on standard light bulbs in more than a quarter of a century.

■ Other items introduced during the past 18 months by the lamp division include:

- A fluorescent lamp which produces two and a half times as

much light as standard fluorescent lamps.

- An ultraviolet lamp which sets up a barrier to bacteria, virus, and molds. Designed for use in homes, schools and offices, it produces a radiation which is 100 to 1,000 times more effective in killing micro-organisms than an equal amount of ultraviolet radiation from the sun.

- A line of Beauty Tone fluorescent lamps, designed especially for household use.

- A line of Colortone deluxe white mercury vapor lamps that can be used for all general lighting purposes.

■ The lamp division also increased its phosphor manufacturing facilities by 45% and its tungsten and molybdenum capacity by 30%, and entered the quartz manufacturing field by setting up new facilities at Fairmont, W. Va.

During 1957, the national marketing organizations for the electric appliance and tv-radio divisions were reorganized, and during 1958 further changes were made to keep them in step with rapidly changing situations in the marketplace.

In 1958, a group of area managers was set up to strengthen factory support of full-line independent distributors of major appliances, television receivers, high-fidelity instruments, room air conditioners, and dehumidifiers. They replace the factory field sales section of the earlier organization.

At the same time, the Portable Appliance Division established a national sales force of its own. Several product groups, whose field men formerly reported through factory field sales, realigned their organizations.

■ Area managers chosen to work with independent distributors include:

M. E. Lanning, manager, southern area, with headquarters in Atlanta; Walter T. Baker, western area, San Francisco; H. R. Bryant, central area, Chicago; J. F. O'Donnell, eastern area, Mansfield, O.

Each manager is charged with the responsibility of becoming intimately acquainted with market situations in each city in his territory and of working closely with distributors to solve local problems as each new situation requires and to take advantage of sales opportunities as they develop. The four men report to Richard J. Sargent, vp and general manager of marketing and distribution for the Consumer Products Group.

■ The portable appliance division's sales force will report to J. E. Hugo as national sales manager at Mansfield, and he in turn will work with S. J. Stephenson, division manager.

Executives of the group include these regional managers: William H. Loeber, New York City, eastern region; Elmer M. Binns, Philadelphia, Middle Atlantic; A. D. Lynch, Atlanta, Southeast; R. J. Moore, St. Louis, Southwest; G. N. Yezbak, Cleveland, Central; William R. Cooney, Chicago, Northwest regional manager and R. E. Savre, San Francisco, Pacific Coast.

■ C. W. Paulson, manager of the room air conditioning department at East Springfield, enlarged his present national sales group. Its members report to John T. Moffitt, the department's national marketing manager.

Paul A. Lovell, headquartered in Springfield, is responsible for the eastern and middle Atlantic regions; Richard C. Walker, located in Chicago, for the central

# NCS #3 SHOWS WTVJ IS FLORIDA'S #1 STATION!



**WTVJ's TOTAL\*  
COVERAGE  
PROVED AGAIN!**

Daytime, nighttime,  
anytime, WTVJ  
delivers more coverage,  
more circulation  
than any other Florida  
TV station!

**STARTLING RESULTS OF NCS #3: Among all Florida TV Stations WTVJ is**

- first in monthly coverage
- first in daytime circulation, daily
- first in weekly coverage
- first in nighttime circulation, weekly
- first in daytime circulation, weekly
- first in nighttime circulation, daily

See your PGW colonel for all the facts that prove Total\* Coverage makes WTVJ your first Florida TV buy!

**WTVJ • MIAMI**  
CBS CHANNEL 4

Represented by Peters, Griffin, Woodward

\* Dictionary defines TOTAL as "whole, amount, complete, entire."

and northwest regions; Carl Harshbarger, located in Atlanta, for the South, as well as Memphis and St. Louis in the southwestern region.

The remainder of the southwestern and Pacific Coast regions are covered by W. Nelson Abbott in addition to his present assignment as sales training manager of the department. The group's responsibilities include the coordination of sales and promotional effort with Westinghouse Appliance Sales districts, full-line independent distributors, and Westinghouse Electric Supply Co.'s (WESCO) apparatus and supply branches.

Also, in midsummer, 1958, T. B. Kalbfus, general sales manager, tv-radio division, established five new zones for television and hi fi. He named these men as zone sales managers and assigned them the responsibility of providing greater factory assistance to dealers and distributors on merchandising, training and selling:  
L. S. McLeod, central and eastern zone with headquarters in Cleveland; J. G. Adams, southeastern zone, Atlanta; C. R. Beatty, southwestern zone, in St. Louis; J. P. Adams, Pacific Coast zone, in San Francisco.

District sales managers on radio will report to Charles J. Urban, manager, radio department, Metuchen. They and their men will continue to call on branches of Westinghouse Electric Supply Co., independent and supplemental distributors, and independent service agencies.

District managers on beverage coolers, water coolers, and dehumidifiers report to Francis Moquin, the department's marketing manager at East Springfield.

ADVERTISING EXPENDITURES			
	1957	1956	
Newspapers	\$ 2,686,786	\$ 3,187,923	
Magazines	3,293,899	2,187,871	
Farm Publications	156,912	43,191	
Business Publications	1,740,000	*1,195,000	
Network Television	4,501,985	8,598,023	
Spot Television	136,920	1156,090	
Outdoor	118,636		
Total Measured	12,735,048	15,267,023	
Total Unmeasured	23,264,952	16,732,977	
Estimated Total Expenditure	36,000,000	32,000,000	
*Includes Westinghouse Broadcasting, \$100,000.			
†Includes Westinghouse Electric Corp., \$78,350; Westinghouse Electric Distributors, \$56,570.			

**PARENT COMPANY**

Pittsburgh

**MARKETING PERSONNEL**

J. H. Jewell, vp in charge of marketing  
Advertising  
Roger H. Bolin, director of advertising  
E. W. Seay, manager, general advertising  
E. F. Johnson, manager, apparatus and defense advertising  
W. T. Rush, manager, general products advertising  
A. C. Bredahl, manager, technical services  
E. F. Rentler, budget manager  
R. R. Shepherd, manager, agency & construction advertising  
A. C. Dunham, manager, corporate advertising  
D. E. Bockover, manager of media

**ADVERTISING AGENCY—CORPORATE PRINT**

Ketchum, MacLeod & Grove Inc., Pittsburgh.

**GENERAL PRODUCTS DIVISIONS**

**MARKETING PERSONNEL**

W. W. Sproul, vp and general manager

**Advertising**

W. T. Rush, manager, products advertising  
C. A. Boyles, assistant manager, general products advertising  
While the headquarters advertising department serves all Westinghouse apparatus, defense, and atomic power divisions, as well as one of the general products divisions (small motor), seven of the general products divisions have their own advertising departments. Their executives include:  
Jack Gotfried, advertising manager, Mica division, Hampton, S.C.  
Harvey Newman, advertising manager, lighting division, Cleveland  
T. J. D. Dunphy, advertising manager, air conditioning division, Staunton, Va.  
LeRoy Brain, advertising and sales promotion manager, Bryant Electric Products, Bridgeport, Conn.  
Gerald Heagney, advertising and sales promotion manager, x-ray and industrial electronics division, Baltimore  
A. H. Monitto, advertising and sales promotion manager, elevator division, Jersey City, N.J.  
W. T. Rogers, advertising and sales promotion manager, Sturtevant division, Hyde Park, Mass.  
E. G. Subler, manager, advertising and sales promotion, standard control division, Beaver  
Frank X. Neary, manager, merchandising, welding dept., Buffalo

**ADVERTISING AGENCY**

Fuller & Smith & Ross, Pittsburgh.

**APPARATUS AND DEFENSE DIVISIONS**

**MARKETING PERSONNEL**

A. C. Montell, vp and general manager, apparatus division  
Advertising  
E. F. Johnson, manager, apparatus and defense advertising  
T. J. Farrah, assistant manager, apparatus and defense advertising  
P. J. Bridwell, manager, industrial products advertising  
J. A. Cunningham, manager, electric utility advertising

**ADVERTISING AGENCY**

Fuller & Smith & Ross, Pittsburgh.

**CONSUMER PRODUCTS GROUP**

Chris J. Witting, vp and general manager of the Consumer Products Group, Pittsburgh  
Richard J. Sargent, vp and general manager, marketing and distribution, Consumer Products Group, Pittsburgh  
John W. Craig, vp and general manager, electric appliance divisions, Columbus, Ohio  
D. W. Gunther, manager, semiconductor department, Youngwood, Pa.  
E. J. Kelly, general manager, television-radio division, Metuchen, N.J.  
B. W. Sauter, general manager, electronic tube division, Elmira, N.Y.  
F. M. Sloan, vp, lamp division, Bloomfield, N.J.

**Sales and Merchandising Headquarters**

John F. Myers, president, Westinghouse Electric Supply Company, wholly-owned distributor of apparatus and supplies, electrical housewares, and radio, Pittsburgh  
Bolton H. Boatner, vp of Wesco and general manager of its apparatus and supply division, Pittsburgh  
A. D. Burke, general sales manager of specialty products, a department of Wesco's apparatus and supply division. Specialty products markets radios, housewares, and fans in metropolitan areas, Pittsburgh  
Francis E. Mefford, general sales manager, Wesco apparatus and supply division, Pittsburgh  
Bruce A. Everly, sales manager, Wesco, inside apparatus and supplies, Pittsburgh  
Glen E. Nietfeld, sales manager, Wesco, outside apparatus and supplies, Pittsburgh  
Joseph W. Hartman, sales manager, Wesco, lighting and lamps, Pittsburgh  
Louis G. Berger, general manager, Westinghouse Appliance Sales, distributor

**Regular Features**

**Back Next Week**

The regular lineup of features (Creative Man, On the Merchandising Front, Salesense in Advertising, etc.) which normally appears in the AA feature section has been omitted from this issue to provide adequate space for the data on 100 leading advertisers. The usual features will be back in their regular places next week.

of major appliances, television receivers, stereo-fidelity instruments, room air conditioners, and dehumidifiers, to retailers in company-owned distribution areas, Pittsburgh

**Regional Managers, WAS**

S. J. Brechner, New York-Newark region, New York City  
L. M. Cronson, eastern and middle Atlantic region, Philadelphia  
W. A. Dougllass, northwestern region, Chicago  
J. J. Eagan, southwestern region, St. Louis  
L. G. Hardy, southeastern region, Atlanta  
J. W. Haynes, central region, Cleveland  
M. B. Sauer, Pacific Coast region, San Francisco

**Factory Representatives**

M. E. Lanning, manager, southern area, Atlanta  
W. T. Baker, manager, western area, San Francisco  
H. R. Bryant, manager, central area, Chicago  
J. F. O'Donnell, manager, eastern area, Mansfield, Ohio  
J. Gilbert Baird, sales promotion manager, Consumer Products, Mansfield, Ohio

**Major Appliance Division**

John J. Anderson, general manager, major appliance div., Mansfield, O.  
J. R. Clemens, manager, sales planning, Mansfield  
J. F. Moyer, manager, dealer promotions, Mansfield  
J. F. O'Donnell, manager, major accounts, Mansfield  
F. F. Edwards, manager, national accounts, Mansfield  
R. Z. Sorenson, manager, utility sales, Mansfield  
J. D. Lee, manager, laundry equipment department, Mansfield  
E. D. Kenna, merchandise manager, laundry equipment dept., Mansfield  
Robert P. Brook, manager, range department, Mansfield  
H. L. Wiler, merchandise manager, range department, Mansfield  
W. M. Kline, Jr., manager, custom kitchens and kitchen cabinet department, Mansfield  
John Hoffman, merchandise manager, custom kitchens and kitchen cabinet department, Mansfield  
W. Ross Arbuckle, manager, refrigerator-freezer dept., Columbus, O.  
C. J. Vondran, merchandise manager, refrigerators, Columbus  
E. H. Van Guelpen, merchandise manager, freezers, Columbus  
W. E. Slabaugh, Jr., manager, contract sales department, Mansfield  
J. G. McKinley, merchandise manager, contract sales department, Mansfield  
F. A. Lowery, manager, water heater and kitchen utilities dept., Columbus  
R. R. Wine, merchandise manager, dishwashers and food waste disposers, Columbus  
W. M. Sayre, merchandise manager, water heaters, Mansfield

**Refrigeration Specialties**

Richard S. Sheetz, manager, water cooler and dehumidifier dept. E. Springfield, Mass.  
C. W. Paulson, manager, room air conditioner department, E. Springfield  
John T. Moffitt, marketing manager, room air conditioner dept. E. Springfield  
Paul A. Lovell, eastern and middle Atlantic region sales, room air conditioner dept., E. Springfield  
Richard C. Walker, central and northwest region sales, room air conditioner dept., Chicago  
Carl Harshbarger, south and southwest region sales, room air conditioner dept., Atlanta  
W. M. Abbott, sales training manager and southwestern and Pacific Coast region sales, E. Springfield  
E. C. Watts, manager, beverage cooler department, E. Springfield  
E. G. Gordon, merchandise manager, beverage cooler department, E. Springfield  
F. E. Moquin, merchandise manager, wa-

ter cooler and dehumidifier department, E. Springfield

**Portable Appliance Division**

S. J. Stephenson, manager, portable appliance division, Mansfield  
E. S. Northrup, manager, electric housewares and bed covering department, Mansfield  
W. M. Byrne, merchandise manager, electric housewares, Mansfield  
F. P. Walter, merchandise manager, bed covering, Mansfield  
W. B. Massenbug, manager, fan-heater department, East Springfield  
M. L. D'Ooge, merchandise manager, fan-heater department, E. Springfield  
R. C. Ellsworth, manager, vacuum cleaner and floor polisher department, E. Springfield  
F. P. Waters, merchandise manager, vacuum cleaner and floor polisher department, E. Springfield  
J. E. Hugo, sales manager, portable appliance division, Mansfield, Ohio  
W. H. Loeber, manager, eastern region, New York City  
Elmer M. Binns, manager, middle Atlantic region, Philadelphia  
A. D. Lynch, manager, southeast region, Atlanta  
R. J. Moore, manager, southwest region, St. Louis  
G. N. Yezbak, manager, central region, Cleveland  
William R. Cooney, manager, northwest region, Chicago  
R. E. Savre, manager, Pacific Coast region, San Francisco

**Television-Radio Division**

T. B. Kalbfus, general sales manager, tv-radio division, Metuchen, N.J.  
Charles J. Urban, radio sales manager, Metuchen  
E. D. Smithers, radio merchandise manager, Metuchen  
R. H. G. Mathews, sales manager, high-fidelity radio-phonograph department, Metuchen  
L. S. McLeod, tv and hi-fi sales, central and eastern zone, Cleveland  
J. G. Adams, tv and hi-fi sales, southeastern zone, Atlanta  
C. R. Beatty, tv and hi-fi sales, southwestern zone, St. Louis  
J. P. Adams, tv and hi-fi sales, Pacific Coast zone, San Francisco  
Gordon MacDonald, tv and hi-fi sales, northwestern zone, Chicago

**Lamp Division**

C. E. Erb, division marketing manager and manager, large lamp department, Bloomfield, N.J.  
J. F. Kempf, general sales manager, Bloomfield  
H. E. Plishker, merchandise manager, Bloomfield  
R. E. Ebersole, manager, special accounts, Bloomfield  
R. H. Voorhis, manager, market planning, Bloomfield  
G. W. Howson, marketing manager, large lamp department, Bloomfield  
R. M. Harris, marketing manager, miniature and automotive lamps, photo-miniature lamp department, Bloomfield  
Jack Gelok, marketing manager, lamp parts department, Bloomfield  
E. S. Fisher, marketing manager, Ken-Rad department, Owensboro, Kentucky  
H. J. Hanbury, marketing manager, photograph lamps, photo-miniature lamp department, Bloomfield

**Electronic Tube Division**

Louis Martin, general sales manager, Elmira, N.Y.  
C. E. Ramich, sales manager, industrial tubes, Elmira  
J. J. Doyle, sales manager, renewal tubes, Elmira  
C. R. Potter, manager, commercial engineering, Elmira  
R. W. Andrews, manager, finished goods planning, Elmira  
W. A. Hayes, sales manager, eastern region, Bloomfield, N.J.  
H. G. Cheney, sales manager, midwest region, Chicago  
E. F. Larson, sales manager, Pacific Coast region, Los Angeles

**Semiconductor Dept.**

W. L. James, sales manager, semiconductor department, Youngwood, Pa.

**Advertising**

Robert R. Lynch, advertising manager, major appliances, Mansfield  
S. T. Clark, advertising manager, portable appliances, Mansfield  
H. R. Cummins, advertising manager, refrigeration specialties, E. Springfield  
Frank Ruth, advertising manager, fans and vacuum cleaners, E. Springfield  
Russell W. Johnson, advertising manager, television-radio division, Metuchen  
E. L. Hadley, assistant advertising manager, tv-radio division, Metuchen  
Walter D. Scott, advertising manager, lamp division, Bloomfield  
Joseph C. Lane, advertising manager, electronic tube div., Elmira

**ADVERTISING AGENCIES**

McCann-Erickson, Inc., New York—all consumer products, except television, stereo-fidelity and radio.  
Grey Advertising Agency, New York—television, stereo-fidelity instruments, phonographs, and radio.

**Whirlpool Corp.**

Whirlpool Corp., St. Joseph, Mich., a leading full-line appliance maker, was the 60th largest national advertiser in 1957. The company revealed to ADVERTISING AGE that its advertising expenditure that year totaled \$12,571,435. Of this \$5,666,252 was in measured media. The total was a sharp increase over \$8,485,238 in 1956, of which \$5,353,076 was in measured media.

The recession has led the company to tighten up on costs and, although the tightening has not been applied as hard to advertising as it has in other areas, the ad budget today is lower. The sum budgeted for 1958 is \$8,647,587.

Whirlpool Corp., since its merger with Seeger Refrigerator Co. and the air conditioning and kitchen range divisions of Radio Corp. of America in 1955, has become a contender for first place in the major appliance field, alongside General Electric. Close competitors with full lines include Westinghouse, Frigidaire (General Motors), Kelvinator (American Motors) and Norge. Exactly how these companies rank in the major appliance field is difficult to pin down, since their appliance sales are often buried in over-all company sales figures.

Whirlpool sales have risen from \$302,000,000 in 1955, the year it merged with Seeger and RCA, to \$368,200,000 in 1956 and \$402,322,212 in 1957, despite the recession's pinch on the appliance field. Net profit was \$13,800,000 in 1956 despite heavy tooling-up expenses for new models, and dipped somewhat to \$10,591,570 in recession year 1957 as the entire appliance field ran into "a generally soft retail situation."

The softness continued this year as Whirlpool first quarter sales dropped 22.78% to \$88,197,588 and net after taxes was down 30.68% to \$1,963,939.

The company has grown mightily since 1947 when the original Whirlpool Corp. first introduced its automatic washer under the Whirlpool brand name. Sales of its home laundry equipment rose from \$23,900,000 in 1947 to \$190,000,000 in 1955, the year of the merger and acquisition of a full line. The merger included an arrangement with Sears, Roebuck & Co., whereby Sears became a part owner and agreed to buy virtually all of Whirlpool's home laundry, refrigerator and air conditioning products.

Whirlpool's two major lines, both of about equal importance, are the home laundry line and the refrigerator line. The home laundry line includes automatic washers, automatic dryers, combination washer-dryer units, wringer type washers, and ironers. The refrigerator line includes electric refrigerators, gas refrigerators (introduced last May), upright freezers, chest-type freezers, room air conditioners and central air conditioning, dehumidifiers and ice cube makers (that can turn out about 30 pounds of ice cubes).

A third line, not as big as the other two, is the kitchen line, including kitchen cabinets, disposers, electric ranges, gas ranges, dishwashers and electric and gas built-in ovens.

Whirlpool sells all major appliances under the RCA Whirlpool brand name, and in addition sells Kenmore home laundry equipment and Kenmore vacuum cleaners, freezers, dehumidifiers and air conditioners. Although Whirlpool does not make all Kenmore appliances, all those made by Whirlpool are sold through Sears only.

# Plants and Flowers

for  
**PREMIUMS**  
and  
**GIVE-AWAYS**



Write for FREE SAMPLE  
of an exotic plant

Worlds Largest Supplier  
of Horticultural Premiums

Please write attention ARTHUR ADAMS


**ORCHIDS OF HAWAII, INC.**  
National Sales Office  
303 - 7th AVENUE, NEW YORK 1, N. Y.

One of Whirlpool's most important appliance items is washers, which trade sources say rank No. 2, with about 9% of the market, behind GE, which has something like 11%. In such items as refrigerators and freezers, which are relatively new items, Whirlpool is about sixth or seventh with 1 or 2% of the market.

With the introduction of the RCA Whirlpool gas refrigerator last May, Whirlpool became the first full-line manufacturer of gas appliances. Because of the resultant support of gas utilities throughout the country, Whirlpool has valuable new allies in the battle for the consumer appliance market. Both gas and electric utilities merchandise appliances. Distribution continues through independent appliance distributors, who supply a solid dealer organization. Other than the gas refrigerator, no new products have been introduced, although new models of existing lines have appeared.

An important organizational change was the conversion of Whirlpool's vertical sales organization last March 19 to a basically horizontal alignment. A general sales division was created, with district managers in the field contacting distributors as representatives of the complete RCA Whirlpool line. The field sales force formerly had specialized on one or several associated products.

Previously, advertising product managers had reported to the general manager of each product category, but under the new set-up they all report to L. W. Howard, general manager of advertising and sales promotion.

Another innovation was the formation of a special utilities division last Jan. 13.

On the advertising front, network television and magazines took the lion's share of expenditures in 1957, with each getting more than \$2,500,000, the company reported. In 1958 tv and magazines have continued to spearhead Whirlpool advertising.

Kenyon & Eckhardt, Chicago, continues to handle consumer advertising. Netedu Advertising, St. Joseph, Mich., which bills more than \$1,000,000 in business papers and collateral for Whirlpool, rounds out the agency line-up.

As Whirlpool moved into 1958 its appliances were being pushed on "Matinee Theatre," and the Perry Como, George Gobel and Eddie Fisher shows and in *Better Homes & Gardens*, *Good Housekeeping*, *Home Modernizing*, *House & Garden*, *House Beautiful's Building Manual*, *Household*, *Life*, *Look*, *McCall's*, *New Homes Guide*, *New Yorker*, *Parents' Magazine*, *Reader's Digest*, *The Saturday Evening Post*, *Sunset* and *Progressive Farmer*.

Measured media expenditures for Whirlpool supplied by various statistical bureaus and associations differ somewhat from figures supplied by the company. For example, Whirlpool lists an expenditure of \$2,919,988 for network television, including talent and production costs, in 1957. The measured media figure is lower—\$1,538,454—but it does not include talent and production. The measured figure for newspapers is higher than Whirlpool's figure, which may possibly be because some ads for Whirlpool appliances, paid for entirely by distributors and dealers, were included in the measured total.

Both the measured figures and Whirlpool's are listed below:

ADVERTISING EXPENDITURES*		
	1957	1956
Newspapers	\$ 1,314,338	\$ 718,570
Magazines	2,305,987	1,133,739
Farm Publications	183,073	102,049
Business Publications	250,000	241,900
Network Television	1,538,454	924,391
Spot Television	14,400	

Outdoor	16,513	
Total Measured	5,606,252	3,132,162
Total Unmeasured	6,995,183	5,353,076
Estimated Total		
Expenditure	12,571,435	8,485,238

\*Includes "measured" figures, or those supplied by statistical bureaus and associations.

ADVERTISING EXPENDITURES**		
	1957	1956
Newspapers (including supplements and production costs)	\$ 241,231	\$ —
Magazines (including production)	2,591,214	1,303,350
Farm Publications and Business Publications (including production)	478,286	348,053
Network Television (time, talent and production)	2,919,988	1,868,091
Outdoor	434	3,899
Total Measured	6,231,153	3,563,393
Point of Sale (not including free material)	480,270	707,192
Merchandising Material (reprints)	70,681	114,371
Co-op Appropriations and Special Funds	5,789,331	4,100,282
Total Unmeasured	6,340,282	4,921,845
Estimated Total		
Expenditure	12,571,435	8,485,238

\*\*Figures supplied by Whirlpool.



Anything... can happen at **KMA**

1,349 visitors arrived by chartered buses to see KMA during 37 typical days in 1957. That doesn't include hundreds who just drop in for a casual visit. For this interested audience, KMA publishes a little 16-page monthly fan magazine. It has 10,000 paid circulation. Sorry, no ads accepted, but—

If you wish to reach KMA's interested farm (and homemaker) audience, ask any Petry man.



grow with OKLAHOMA!

## \$24,000,000 for air facilities to grow with Oklahoma!

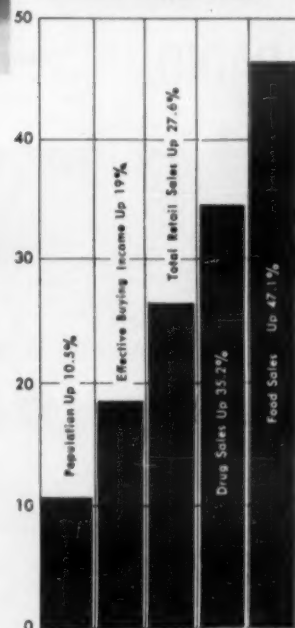
Oklahoma City's Will Rogers field is expanding, \$24,000,000 worth. About \$14,000,000 is the value of the Civil Aeronautics Authority's new "University of the Air" which administers the government's program of air safety and air traffic control and gives technical instruction to civil aviation administrators from all over the world.

Another \$10,000,000 is for expansion of municipal facilities—runways, hangars and other facilities.

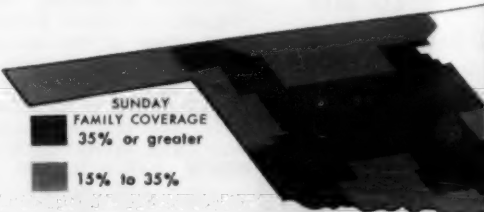
This civil aviation investment is another evidence of growth in capital investment in Oklahoma that foretells even more growth of population and annual payrolls.

The Oklahoman and Times give advertisers unequalled coverage of this growing market. Are you getting your share? Schedule your advertising in the Oklahoman and Times to achieve the best sales results in Oklahoma!

### OKLAHOMA CITY METROPOLITAN AREA



Source: 1958 and 1955 Survey of Buying Power



Published by The Oklahoma Publishing Co. Represented by The Katz Agency

**THE DAILY OKLAHOMAN**

**OKLAHOMA CITY TIMES**

**ADVERTISING BUDGET FOR 1958\*\***

Newspapers (including supplements and production costs)	\$ 300,066
Magazines (including production)	1,420,410
Farm Publications and Business Publications (including production)	374,025
Network Television (time, talent and production)	2,368,125
Spot Television	38,875
Total Measured	4,701,510
Point of Sale (not including free material)	326,184
Direct Mail	44,000
Merchandising Material (reprints)	40,802
Co-op Appropriations and Special Funds	3,335,000
Total Unmeasured	3,946,076
Total Budget	8,647,586

\*\*Figures supplied by Whippool.

**MARKETING PERSONNEL**  
Sales, Marketing, Advertising Marketing

Jack Sparks, Director of Marketing  
George Stevens, Merchandising Manager  
Sol Goldin, Key Account Manager  
Harvey Weimer, Market Research Manager  
Harper Dowell, Distribution Manager  
Sales  
John A. Hurley, vp-sales  
Harry Kane, General Manager, Laundry

**In the leadership spotlight**



**Top-drawer advertisers are buying WGN**

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

**WGN-RADIO**  
CHICAGO, ILLINOIS

Sol Sweet, General Manager, Refrigerators  
Joseph Ogden, General Manager, Air Conditioning  
Charles Reinbolt, General Manager, Kitchens  
Dwight Anneaux, General Manager, Utilities  
Robert Armstrong, Manager, Public Relations—RCA Whirlpool Sales  
Advertising  
L. W. Howard, General Manager, Advertising and Sales Promotion  
J. A. Schulte, Advertising Administration Manager  
Ray Muldoon, National Advertising Manager  
T. J. Lounsbury, Advertising Manager, Laundry  
Jack Trux, Advertising Manager, Refrigerators  
Tom Stroop, Advertising Manager, Kitchens  
John Benson, Advertising Manager, Utilities  
John Hennes, Co-op Advertising Manager  
Public Relations  
Juel M. Ranum, Assistant to the President and Director of Public Relations  
Maury Marshall, general manager of public relations

**ADVERTISING AGENCIES**

Kenyon & Eckhardt, Chicago—All products—Stuart Siebert, account supervisor; Mac Milner, Charles Mikyta and Tom Mashler, Account Executives.  
Netedu Advertising, St. Joseph, Mich.—All products (business publications and collateral)—John Netedu, account supervisor; Dean Owen and Jack Imbs, account executives.

**Wm. Wrigley Jr. Co.**

Wm. Wrigley Jr. Co., Chicago, is the nation's 83rd largest advertiser with total 1957 expenditures estimated by ADVERTISING AGE at \$9,000,000, of which \$6,735,329 was in measured media. This represented an increase of about \$1,000,000 over the 1956 estimate of \$8,000,000, of which \$5,734,376 was in measured media.

Wrigley's net sales in 1957 rose to \$92,277,165 from the 1956 total of \$90,003,164. Profits showed a slight decline to \$10,902,327 in 1957 from \$11,153,703 in 1956.

Sales have shown a steady rise in recent years. The 1957 sales were about 27.9% higher than in 1950. Profits have decreased 9.4% over the seven-year period but were still a healthy 11.8% of sales in 1957.

Wrigley does not disclose the sales and advertising percentages for its three major chewing gums—Wrigley's Spearmint, Doublemint and Juicy Fruit—but admits that they rank in that order. The

company is the nation's largest chewing gum manufacturer and is estimated to have about 45% of the market.

The biggest proportion of Wrigley's advertising goes into measured media. Of the remainder, a major share goes into transportation advertising, for which the 1957 expenditure was \$1,200,000. In 1957 Wrigley dropped out of network tv and added almost \$1,000,000 to its spot tv expenditures.

Wrigley reports no changes in agencies (it has six which do not have fixed assignments as far as brands and media are concerned), staff or advertising approach. The company's Canadian affiliate, Wm. Wrigley Jr. Co. Ltd. of Toronto, conducted a small experiment in 1957 by which sticks of gum were affixed to a newspaper ad in the Ontario town of Orillio. Results "were inconclusive," Wrigley reports, but it is toying with the idea of trying similar experiments in other small towns.

**ADVERTISING EXPENDITURES**

	1957	1956
Newspapers	\$2,030,673	\$1,978,405
Magazines	488,352	422,185
Business Papers	71,400	52,200
Network Television	413,730	413,730
Outdoor	2,178,904	1,968,786
Spot Television	1,048,000	900,070
Total Measured	6,735,329	5,734,376
Total Unmeasured	2,264,671	2,265,624
Estimated Total Expenditure	9,000,000	8,000,000

**MARKETING PERSONNEL**

Sales  
Philip K. Wrigley, president  
A. G. Atwater, sales vp  
C. J. McCready, assistant to sales vp  
District Sales Managers  
H. J. Cook, assistant vp, New York  
W. R. Eichele, Cleveland  
F. P. Houck, Chicago  
C. J. Hough, Atlanta  
D. J. Clements, Dallas  
W. C. Page, San Francisco  
Advertising  
Wrigley Offield, advertising manager

**ADVERTISING AGENCIES**

Arthur Meyerhoff & Co., Chicago—Arthur Meyerhoff, Myron E. Chon and George A. Taylor, account supervisors.  
Frances Hooper Advertising Agency, Chicago—women's and educational markets—Frances Hooper, account supervisor.  
Charles W. Wrigley Co., Chicago—outdoor—Melvin C. Keyser, account supervisor.  
Erwin Wasey, Ruthrauff & Ryan, Chicago—R. W. Metzger, account supervisor; Irene Small, account executive.  
Eddy-Rucker-Nickels Co., Cambridge, Mass.—eastern car cards—Frederick H. Nickels, account executive.  
Brick Muller & Associates, Memphis—radio spots—Brick Muller, account supervisor.

**Top 100 National Advertisers Hike Ad Expenditures to 2.2 Billion**

(Continued from Page 1)

penditure led the food group, followed by National Dairy Products Corp.'s \$38,000,000.

Five automobile companies on the 100-leader list were the second biggest segment in total advertising expenditures. Led by General Motors and Ford, they invested an estimated total of \$338,426,000, almost equalling their \$338,584,000 total of 1956. Besides GM, Ford and Chrysler, they included American Motors, which spent \$10,000,000 (down from \$14,500,000 in '56), and St-

Co., Liebmann Breweries Inc. and Pabst Brewing Co.

The advertising figures listed for each of the 100 leaders include "measured media" expenditures published by various statistical bureaus and associations for newspapers, magazines, network television, spot television, business publications, farm publications and outdoor. To get a grand total for each of the 100, "unmeasured media" expenditures were added to the measured totals. These unmeasured media expenditures include point of purchase, direct mail, radio, premiums and all other forms of advertising.

Since companies vary in the proportion of total advertising expenditures invested in measured media, listings of measured expenditures alone give a distorted picture. The 100 profiles presented annually by AA are unique in that they provide the only careful analysis of total advertising and promotional expenditures.

The selection of "the 100 leading national advertisers" was based on measured media expenditures. It should be pointed out that if some other criterion were used, other advertisers not now on the list would need to be included.

These are the companies that spend many millions annually in local advertising, which is not measured. Such companies would include Montgomery Ward, Sears, Roebuck & Co., A&P, Kroger, Macy, Gimbel and Marshall Field. #

**'Methods' Boosts Rates**

Management Methods, Greenwich, Conn., will increase its circulation guarantee from 50,000 to 60,000, effective with its January, 1959 issue. Simultaneously, it will increase its base advertising rate (full-page, b&w, one-time) from \$885 to \$970.

**Windisch Joins Jacobs Co.**

Irving Windisch, formerly head of his own public relations company, has joined Arthur P. Jacobs Co., New York, as vp of New York operations, effective Sept. 1.

**Listing Changes**

In the lists of the 100 leading national advertisers on Pages 46 and 47, Socony Mobil Co.'s 1957 expenditure should be changed from \$10,993,035 to \$11,797,000. The 1956 total should be changed from \$10,351,756 to \$11,239,850. The change, due to last minute revisions in estimates for the company's rather complicated setup, changes Socony's rank from 70th to 64th.

Texas Co.'s 1957 total should be changed from \$11,062,577 to \$17,854,672, which raises Texas Co.'s rank from 65th to 41st. The 1956 total should be \$16,197,008, not \$6,858,203.

The R. J. Reynolds Co. 1957 total should be \$32,000,000, not \$33,000,000, which drops its rank from 12th to 13th.

As AA's 100 marketing profiles went to press, Swift & Co., 33rd largest national advertiser, announced that its Des Moines division, Iowa Packing Co., has appointed a new agency, Shelton R. Houx Advertising, Des Moines, effective Sept. 1. J. M. Hickerson Inc., Des Moines, formerly handled the account.

debaker-Packard, with \$8,100,000 (down from \$12,841,670 in '56).

General Motors, besides being the biggest advertiser in the nation, was also the leader in sales, chalking up a volume of nearly \$11 billion.

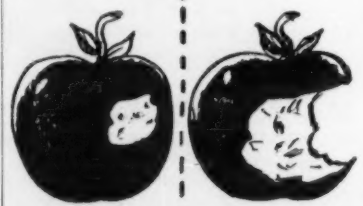
The three soap companies on the list—Procter & Gamble, Lever and Colgate-Palmolive—were all among the top ten.

Other product groups with substantial ad investments, among the 100 leaders, were:

**Tobacco**—Six tobacco companies invested an estimated total of \$139,500,000, compared with \$134,800,000 in 1956. All six companies showed increases. R. J. Reynolds and American Tobacco Co. took the lead, each with an estimated \$32,000,000 in 1957. Reynolds was up from \$30,000,000 in 1956, and American rose from \$29,000,000.

**Liquor**—Advertising expenditures of six distillers on the list totaled \$109,041,660, up from \$104,465,510 in 1956. Leading the group were Distillers Corp.—Seagrams Ltd. with \$32,000,000, up from \$31,000,000 in 1956, and Schenley Industries, with \$30,600,000, up from \$26,991,369 in 1956. Two of the six companies showed decreases. National Distillers and Chemical Corp. dropped to \$19,280,000 from \$22,100,300 in 1956, and Brown-Forman Distillers Corp. dipped slightly to \$6,029,430 from \$6,093,840.

**Beer**—Jos. Schlitz Brewing Co. totaled \$15,500,000 and Anheuser-Busch, \$15,000,000, to lead the five brewers among the leaders. The other three were Falstaff Brewing



**a NIBBLE or a BIG BITE?**

When you rely on the 5 metropolitan papers (combined Richmond Circulation: 14,640) in the San Francisco Bay area you are only nibbling at the Richmond market.

The Independent and only The Independent (Richmond city zone: 26,609\*) gives you that big bite of this juicy market.

\*total circulation: 32,555—ABC 3/31/57

the **INDEPENDENT**  
RICHMOND, CALIFORNIA

Represented by  
STORY, BROOKS and FINLEY, Inc

good engravings  
spark readership...  
help initiate  
sales-action

A better ad calls for a better engraving, whether it's a simple zinc or a complex four-color R.O.P. engraving. Advertising managers and agency production men know that specifying "Engravings by Washington" will result in better engravings. To add SPARKle to your ads and to SPARK sales-action, just give us a call. We'll do the rest!

Skillful, dependable service, always. R.O.P. color, too!

**PHOTO ENGRAVING COMPANY**

**washington**

112 SOUTH CLINTON STREET

CHICAGO 6, ILLINOIS

FRANKLIN 2-6343



**INSTITUTIONAL—Advance Seed & Grain Co., Phoenix, is attempting to build brand awareness into the seed industry with a series of three two-color ads, of which this is one, in trade publications. Jennings & Thompson Advertising, Phoenix, is the agency.**

**Study Shows Younger Women Use Fewer Eggs in Menus**

Older women appear to associate eggs with meal planning more than younger women, according to a report released by the Poultry & Egg National Board, Chicago. A majority of consumers are of the opinion that eggs have no harmful effect on the heart, but 7% do believe eggs do have such an effect. One-fourth of the consumers think of chicken as an unnecessary, fattening food. More housewives believe that beef is a necessary high-protein food than have this attitude toward chicken or turkey.

These and other conclusions have been released in the report. Entitled, "Consumer Attitudes Toward Eggs, Chicken, Turkey," the report will be used by the board in efforts to broaden the market, particularly for eggs. The board this month is launching a back-to-school egg campaign, with special emphasis on appeals to younger housewives, teen-agers and younger children.

The Charleston Gazette  
Morning  
**Charleston Daily Mail**  
Evening  
**Sunday GAZETTE-MAIL**  
CHARLESTON 30, W. VA.

**Market With a Wallop**

West Virginia's  
**NO. 1 MARKET**

CHARLESTON is West Virginia's State and Industrial Capital as well as its sales and distribution hub. With these important factors operating full time Charleston is a Market with a Wallop.

Charleston as a Metropolitan Market ranked 77th in the U. S. in Retail Sales\* in 1957. Compared with cities firmly established in the 100,000-plus corporation limits bracket, for example, Charleston outranked Charlotte, Erie and Chattanooga in Food Sales.

Charleston had more Drug Sales than Fort Wayne, Utica and Reading. It topped Wilmington, Charlotte and Little Rock in Automotive Sales. And Charleston had more Dollar Volume than Knoxville, Erie or Chattanooga.

Do any of these comparisons surprise you? Why not put The Gazette-Mail to work for you and be pleasantly surprised by personal experience.

\*Source: Both Sales Management and SRDS

REPRESENTATIVES: JOHNSON, KENT, GAVIN & SINDING, INC.



**Schnadig Furniture Dealer Ad Allowance to Boost New Symbol**

GRAND RAPIDS, MICH., Aug. 19—Schnadig Corp., Chicago furniture manufacturer, believes heavily advertised trademarking will be crucial to the salvation of the furniture industry's declining percentage of the consumer dollar. So it has launched a major dealer ad allowance set-up to help do this job, Schnadig's marketing vp, Joseph F. Zarish, told the Advertising Club of Grand Rapids here recently.

Schnadig spent a good deal of time and effort researching the new symbol for its International furniture division (AA, Oct. 28, '57), he told the club, but he said the symbol job won't be completed until the dealers use it in tie-ins with Schnadig's ads, which are in *Life*, among other places.

Under the new schedule, he said, when a dealer takes shipment of \$10,000 worth of International furniture, he gets an ad allowance of 2% of that figure. When shipments reach \$25,000 the percentage goes up to 4%. At \$50,000 the figure is 6%, at \$75,000 8% and at \$100,000 10%.

The apparent current trend among consumers to put their money in the bank rather than into products has done a lot to force furniture companies to streamline their advertising, cutting off a lot of fat, he said.

"When you look at all the intensified efforts in the furniture industry—by individual companies, by groups and by the industry as a whole—I'm sure you will agree that we will soon turn the tide and emerge from what Gabriel Hauge in the *New York Herald Tribune* recently called 'an automobile recession'." #

**Sheaffer Foreign Sales Up 5%**

International sales of W. A. Sheaffer Pen Co., Fort Madison, Ia., for the fiscal year ending Feb. 28, 1958, were 5% ahead of the preceding year and are reported at "over \$4,000,000." Greatest increase was made by W. A. Sheaffer Pen Co. of Australia Ltd., where sales were up 49%. Sheaffer entered the foreign market in 1940 with a total export volume that year of \$300,000.

**Ziff-Davis Names Etengoff**

Bernard Etengoff, formerly art editor of *Popular Photography*, has been promoted to promotion art director of Ziff-Davis Publishing Co., New York.



**IF IT IS BIG AND IMPORTANT, IT'S ON WHAS-TV**

**50,000 youngsters, 57,000 adults have attended T-BAR-V, Louisville's ONLY kid show with LIVE, DAILY AUDIENCES**



50,000 youngsters, escorted by 57,000 adults is a lot of participation. T-BAR-V skillfully interweaves educational, health and safety subjects with songs, cartoons and games to the benefit of the small fry and sheer delight of parents. Indication of the show's drawing power is that ticket requests are received five months in advance.

Like other WHAS-TV produced programs, T-BAR-V's demonstrated concern for the community has gained the respect and confidence of huge, loyal audiences and long-term clients. It's IMPORTANT that constructive entertainment be presented for children. And when BIG and IMPORTANT programs are produced in Louisville, they're found on WHAS-TV.

**Your Advertising Deserves WHAS-TV Attention . . . with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!**



**WHAS-TV**  
*Fishie*  
**Foremost In Service**  
**Best In Entertainment**

**WHAS-TV CHANNEL 11, LOUISVILLE**  
**316,000 WATTS — CBS-TV NETWORK**  
**Victor A. Sholis, Director**  
Represented Nationally by  
**HARRINGTON, RIGHTER & PARSONS, INC.**

At AAAN Annual Meeting . . .

# European Agencies Would Exchange Accounts, Not Ideas, Alex Franz Says

**Study of Shops Shows 67% Hiked Billings in Past Year Despite Slump**

BALTIMORE, Aug. 19—Because European agencies prefer to exchange billings and accounts rather than ideas, it is difficult to establish a strong union between agencies in the U. S. and on the Continent, the annual meeting of the Affiliated Advertising Agencies Network was told here.

Alex T. Franz, international chairman of the network, told the group that he had visited the heads of 10 agencies earlier in the year and extended invitations to five agencies to join the network, but

no European agency has yet submitted a complete formal application for membership.

"Of the ten agencies I talked to," Mr. Franz said, "not one is without agency alliances throughout Europe. These alliances are really like networks, except that the purpose is different. Rather than exchange ideas, they exchange billings.

"Now, I am not saying this is un-American or even un-European. As a matter of fact, it's most provocative. But it does make it difficult for them to understand what AAAN is all about. Why pay dues? Why submit balance sheets? What's in it for me except a lot of potential work which I will do free?"

"Further, the big agencies in Europe, in every case, have some kind of arrangements with a big agency in the States and frequently in other countries throughout the free world," he added.

"The great potential in our expansion lies abroad," he continued. "The concept of marketing in Europe is being revolutionized before our very eyes. The advent of the European Common Market and the plan for a European Free Trade Area, coupled with remarkable postwar progress, have effected quite a change over there. The movement of goods between countries has been tremendously accelerated.

"Advertising in Europe is a booming growth industry. It has been accepted and recognized as a marketing force as never before. But agencies rarely place business outside their own countries. Paris is just an hour from Brussels. Brussels and London are about 75 minutes apart. Geneva and Milan, Zurich and Munich, Amsterdam and Cologne—all are less than one hour apart. It is obvious that the advertising agency people in Europe have gotten to know one another quite well."

Foreign agency members of AAAN represented at the meeting include Dentsu Advertising Ltd., Tokyo; Art Domingo & Associates, Manila; Empresa Colombiana de Propaganda Ltda., Bogota, Colombia; Vance Fawcett Associates, Honolulu, and Rickards Advertising Service Pty. Ltd., Melbourne.

While 60% of the ad agencies



Schuckle D'Alesandro Franz  
FRIENDS—Baltimore's Mayor Thomas D'Alesandro Jr. welcomes Alex T. Franz, international chairman of the Affiliated Advertising Agencies Network, as the group opened its 21st annual conference. Looking on is Herbert C. Schuckle, president of Emery Advertising Corp., Baltimore, host agency to the conference.

queried by ADVERTISING AGE showed an increase in billings during the recession months, 67% of AAAN members increased billings during the past year, and 33% reported a downturn, according to a talk delivered to the Affiliated Advertising Agency Network meeting in Baltimore by Donald Alexander, executive secretary.

Highlights of the past year listed by Mr. Alexander include 14 new members, bringing total membership to 53; election of members in South America and Australia; 430 inter-agency "assists" performed; 100% attendance at three regional meets with 12 out of 13 agencies attending a fourth meet; combined total billing of AAAN agencies hit \$162,000,000 for the fiscal year just ended June 30; despite recent agency mergers and management changes, AAAN lost only one member while gaining 20 in the same period.



Robert Wilson

Robert A. Wilson, exec vp of Cargill & Wilson, Richmond, Va., succeeded Mr. Franz as international chairman of the network. #

**Smith & Dorian Adds 1, Moves**

Smith & Dorian, New York, which has moved to larger quarters at 39 W. 55th St., has been named to handle advertising for Columbian Bronze Corp., Freeport, N. Y. The company makes propellers and marine accessories. William Von Zehle & Co. is the previous agency of record.

# FTC, Retailers Set 'Guides' to Control Tire Ads

(Continued from Page 2)  
scrapbook of representative tire ads, which convinced FTC officials that the tire industry represented a particularly challenging area to test what can be achieved under an advertising "guide."

With the "guides" scheduled to go into effect next week, NTDR moved beyond the FTC by releasing today its own "Guide to Tire Advertising," providing a non-technical elaboration of the major points covered in the FTC code.

FTC officials who sat in on the association's press conference this morning were obviously pleased with the contribution. Earl Butz, of the commission's bureau of consultation, alternated with association officials in answering many of the questions raised by members of the press and representatives of the tire manufacturing and retailing industry.

In addition to publishing its own code, the association reported that more than 7,500 copies of the FTC "guide" will be mailed free to tire dealers, manufacturers, advertising agencies, newspapers, radio and tv stations and better business bureaus. Besides urging help from these groups in spotting and eliminating ads which violate the rules, the association says it will monitor 100 newspapers in 27 markets in an effort to identify the bad practices which persist and the companies which continue to violate the "guides."

W. W. March, executive secretary of the association, said the "guides" are likely to bring about far reaching changes in tire marketing. He said the advertising situation had deteriorated to the point where the consumer was a "patsy," completely unable to know what he is getting.

One of the more widely discussed provisions of the "guides" specifies that manufacturers must not use more superlative titles for their inferior lines than for their superior lines of tires. Others seek to prevent the use of terms like "100 level" unless there is an actual standard on which the term

# Gen. Anton Lorenzen, Retired Veteran Rep. Adman, Dies at 82

MIAMI, Aug. 19—Brig. Gen. (ret.) Anton F. Lorenzen, 82, founder and president of Lorenzen & Thompson, newspaper representative, since succeeded by Shannon & Associates, Chicago, died here Aug. 16.

Mr. Lorenzen had lived here for the past 13 years, following his retirement from the Army intelligence service at the end of World War II. He began his military career in the Illinois National Guard in 1892; he retired in 1931, but returned to service when World War II began.

His business career began with Lord & Thomas (superseded by Foote, Cone & Belding) in Chicago in the 1890s. He entered the newspaper representative business just before the turn of the century with Hand, Knox & Cone, Chicago, which subsequently became Cone, Lorenzen & Woodman (and is now Jahn & Kelley).

In 1920 he founded Lorenzen & Thompson and was its president throughout the '20s and early '30s and remained connected with the organization through 1938.

In addition to these affiliations, Mr. Lorenzen was also president of the Life Insurance Co. of Florida, a board member of New Kelor Mines Ltd. in Toronto and a director of International Detrola Corp., New York.

He was well known in Chicago during the '30s as a business and political leader. He had a hand in Democratic politics in Illinois during that period and actively supported the late Gov. Henry Horner's campaign in 1932 and 1936.

**RICHARD J. HUBBELL**

CHICAGO, Aug. 19—Richard J. Hubbell, 65, mailing and shipping clerk of Advertising Publications Inc., publisher of ADVERTISING AGE, died suddenly of a coronary ailment at his home here yesterday morning.

Mr. Hubbell had been with API for more than 14 years, having joined the publisher in June, 1944. Previously, he had worked at The Fair, a department store here.

**Two Join Cinderella**

Charles W. McBurney, formerly head of McBurney Public Relations Associates, Winter Park, Fla., and William Deitenbeck, formerly operator of his own agency in Orlando, Fla., have joined Cinderella International Corp., Kissimmee, Fla., direct selling marketer of home and beauty aids. Mr. McBurney has become vp of Cinderella and Mr. Deitenbeck has been named publications manager.



**Double-Duty VICEROY Design**  
BROWN & WILLIAMSON TOBACCO CORP., of Louisville, enthusiastically adopted a "dollar-stretching" idea developed for VICEROY cigarettes by J. A. WUEST of STROBRIDGE LITHOGRAPHING CO., Cincinnati. He took a proof of a part of a Viceroy display . . . mounted it on KLEEN-STIK . . . and came up with this attractive point-of-purchase piece. Colorfully printed on K-S Kromekote, the new die-cut piece goes up with an easy peel-an'-press on walls, windows, counters—anywhere!

**Outstanding P.O.P. Ideas**  
Featuring the World's Most Versatile Self-Sticking Adhesive!



**3-D Works Good for HOOD**

For new CORONET de luxe ice cream, H. P. HOOD & SONS, Boston, wanted a P.O.P. display with both prestige and punch. Ad Mgr. PAUL EATON and assistant DICK PAPAN worked out this excellent solution with DICK SMITH of the KENYON & ECKHARDT agency. Printed in red, purple, and gold, it's cleverly die-cut to fold into a 3-D package replica. Naturally, self-stickin' KLEEN-STIK Strips provide o-a-y posting . . . stick tight on any smooth, hard surface. Top-notch production by BUCK PRINTING CO., Boston, thru sales rep HENRY SMITH (no relation!).

Like to see more business-building ideas? Contact your regular printer, lithographer, or silk screen printer . . . or write for free booklet, "101 Stik Triks with KLEEN-STIK".

**KLEEN-STIK Products, Inc.**  
Pioneers in Pressure-Sensitives for Advertising and Labeling  
7300 W. Wilson Ave. • Chicago 31, Ill.

PAINT or hard sell approaches in your advertising can be achieved by versatile typography.

**SERVICE typographers, inc.**  
723 S. Wells Street • Chicago 7, Ill. • HARRISON 7-3560

"Where typesetting is still an art"

**In the leadership spotlight**



**Top-drawer advertisers are buying WGN**

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

**WGN-RADIO**  
CHICAGO, ILLINOIS

can be measured.

Phil Friedlander, director of public relations of the association, said during the press conference that many industry members regard the provisions against fictitious price advertising as the most important in the "guides."

Many of the questions raised by representatives of tire manufacturing companies who attended the press conference centered on sections of the "guides" which seek to prevent the use of fictitious price lists for such purposes as "two for one" deals. Mr. Butz said FTC takes the position that no price list is legitimate unless it is the price at which the product is customarily sold. In its booklet elaborating on the official FTC "guides," the association cautioned, "Manufacturers and dealers are not allowed to put into operation any plan whereby retailers may misrepresent the regular and usual retail price of a tire."

Other questions raised by representatives of the manufacturing companies probed the degree of disclosure that will be required when the "guarantee" is used. Several industry members contended full disclosures of the terms of a guarantee would be physically impossible in an ad, and they suggested that FTC settle for a phrase like "ask us about our guarantee." While they contended this could not mislead any buyer, Mr. Butz reiterated that FTC has always insisted on immediate disclosure of any material limitation attached to the offer of a guarantee.

In sketching the events which led to development of the tire advertising code, Mr. Marsh said the need for a cleanup of tire advertising had been apparent for several years. He said his association visited individual manufacturers, but was told in each instance, "Go see the other fellow. He's the real offender."

With each manufacturer trying to outdo each other, the association finally adopted a resolution in October, 1956, asking FTC to update the trade practice code for the rubber tire industry, which had remained untouched since 1936, Mr. Marsh explained.

By reshuffling their lines, manufacturers continued to add to the confusion, so in the following spring the dealers' association, which has nearly 4,000 members, adopted an even stronger resolution. It put together a scrapbook showing ads from all parts of the industry and every section of the country.

Armed with this book, Mr. Marsh said, the association visited FTC Commissioner William C. Kern. Offenses of dealers, manufacturers, mail order houses and discount houses were so widespread, he said, that Commissioner Kern ultimately pressed the problem before the full commission.

"FTC people went out and tried to buy tires themselves," Mr. Marsh said. "There could be no doubt in their minds how the public was being helplessly confused."

The problem of drafting the guides proved to be more complex than FTC originally had anticipated. Since there are no standards in the tire industry, the commission finally had to fall back on the "guides," which prevent manufacturers from using expressions which imply that a standard exists when there actually is none.

"The term '100 level' for example, actually has no general meaning," Mr. Marsh said. "Apparently it is a code used by the old Office of Price Administration to determine when a particular tire deviates from par. Each manufacturer's best tire is '100 level,' while others are '90' level, if they deviate by 10%, etc. But the '100 level' tire of one firm may be a com-

pletely inferior tire."

Mr. Marsh said his association would be pleased if the adoption of the advertising "guide" subsequently leads to the adoption of quality standards which can be used as a basis for comparison throughout the industry.

Mr. Butz said FTC had outstanding cooperation from industry members in drafting the "guides," but he admitted that it did not have any pledges that manufacturers will accept all the provisions of the guides.

"All I can say is that we hope the industry will simultaneously comply," he said. "It will save a lot of money for the taxpayers, and it will save money for the companies which will be prosecuted unless they do."

Meanwhile, however, he indicated, there is already some difference of opinion between Firestone and FTC over the application of some provisions of the code.

During the meeting, a representative of one of the tire manufacturing companies called attention to a Firestone newspaper ad which appeared last week announcing the adoption of advertising guides by FTC, assuring the public, "At Firestone, price is the true guide to the quality of our tires." Firestone continued to advertise a "deluxe champion" at \$25.55 and a "deluxe super champion" at \$15.95. Mr. Butz said he could not comment on any matter involving Firestone because FTC currently is taking evidence in a previous false advertising case which had been filed against it.

Mr. Marsh said his members are impressed with the need for honest tire advertising because in this day of 315 horsepower cars, with 40,000 highway deaths a year, the safety problem cannot be ignored.

"A man goes in to buy a tire, and he comes away with something other than what he had in mind; a little later we find him

down the road wrapped around a pole," he pointed out.

The association's "Guide to Tire Advertising" contains a hypothetical five-column newspaper ad for "Deceptive Tire Co.," marked up to show 15 major violations of FTC's guides. A foreword to the publication says, "Through the jungle of misleading advertising which has become a blight on the tire industry, a clear and decisive voice has been heard. This has been the voice of the independent tire dealers through their national association, National Tire Dealers & Retreaders Assn."

More than two years ago representatives of the national association discussed with the Federal Trade Commission the 'mess' in advertising. As a result of this, plus a number of other conferences, FTC has issued tire advertising guides for the rubber tire industry.

"After careful study, the executive committee of the National

Tire Dealers & Retreaders Assn., through a resolution, commended the FTC for issuing the guides; pledged its full support in seeing that the guides are made an effective means for restoring integrity to the marketing practices of the rubber tire industry; urged FTC to take all appropriate actions necessary to enforce these guides; and urged all tire dealers and tire manufacturers to give their full support to these tire advertising guides."

Spokesmen for the Assn. of Better Business Bureaus and the Better Business Bureau of Washington who attended the tire dealers' press conference today assured the association that better business bureaus will use FTC's tire guides to seek voluntary compliance in individual communities, and to report offenders to FTC.

Copies of "Guide to Tire Advertising" may be obtained from National Tire Dealers & Retreaders Assn., 1012 14th St., Washington 5, for \$1. #

# Q uestion:

What is the Most Sensational Development in the Nation's Economic Picture since January, 1958?

# A nswer:

**The Phenomenal Rise in the Farm Market Income. The highest since 1953.**

**Here are the facts:**

**1957—Net Farm Income 11.5 Billion Dollars. The first quarter 1958 the net farm income has risen to the rate of 13 Billion Dollars per Annum. The second quarter 1958 has risen to 13.8 Billion Dollars per Annum. The Gross income for the first quarter of 1958 was at the annual rate of 36.5 Billion Dollars, and for the second quarter 38.3 Billion. This compares with the realized gross income of 11 Billion Dollars in 1940.**

The Farm Market Division of the Keystone Broadcasting System, Inc. dominates the Nation's Farm Markets, serving 86% or 4,113,753 farms on the local level. 817 of Keystone's 1,041 affiliates broadcast one or more farm programs daily, especially directed to the local farmer's interests.

Fill in this coupon for a copy of Keystone's up-to-date analysis of this all important Market showing the actual number of farms in the Nielsen Coverage area of each of these 817 Keystone affiliates.



Keystone Broadcasting System, Inc. A.A.-B  
 111 West Washington St., Chicago 2, Ill.  
 Please send me copy of up-to-date Farm Market Analysis.  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zone \_\_\_\_\_

## You Ought to Know . Morris E. Jacobs

The fact that an adman has been chosen general chairman of the 50th anniversary celebration of the world's oldest journalism school is not only a tribute to the profession, but a tribute to one of its hardest working and most civic minded members.

Morris Elias Jacobs, board chairman of Bozell & Jacobs, Omaha, is serving as general chairman of the national executive committee for the University of Missouri school of journalism's ten-month observance, which begins this month.

It seems unlikely that a more experienced man could be found for the job. A listing of Mr. Jacobs' business, civic, educational and welfare activities over the

national board of United Community Services; chairman of the Jewish philanthropies campaign; president of the Omaha Federation of Jewish services.

■ A group of alumni from the Missouri "journ" school, where Mr. Jacobs attended (1914-1918), selected him for the chairmanship of the anniversary observance. As an ex-newspaper man, and as a successful civic leader, Mr. Jacobs was a logical choice.

The ten-month celebration will not be confined to the journalism school at Columbia, Mo., though much of it will be centered there. A press congress of the world, bringing together journalism leaders from many countries, will hold seminars in several cities and a three-day convocation at Missouri.

A journalism archives building will be established on the campus, to include a freedom of information center, a journalism hall of fame and a journalism museum. Many other conferences are scheduled throughout the period, including several advertising clinics.

■ These activities will demand much time from Mr. Jacobs' already crowded schedule. Many persons unacquainted with his boundless energy wonder where he finds the time.

"You find the time because you make the time," he says earnestly. He has often professed as his creed, "We must pay rent for the space we occupy on this earth. We pay this rent by service to our community, our state and our nation, and to God through the religions of our choice."

■ Morris Jacobs' life has been centered in Omaha, where he was born Aug. 7, 1895, and where he first came in contact with the newspaper business by selling newspapers after school. His father, Elias, was a merchant who emigrated from Lithuania.

Young Morris Jacobs worked his way through the journalism school at Missouri by selling subscriptions to the campus newspaper, "The Missourian." He demonstrated his knack for promotion by writing articles about prominent citizens in nearby communities for "The Missourian," then used the stories as selling points in door-to-door canvasses.

After leaving Missouri he worked one year as a police reporter for the *Journal*, Springfield, Ill., then became a business reporter for the *Omaha Daily News*. His city editor there was Leo Bozell.

Like many a newspaper man, Messrs. Bozell and Jacobs were seeking ways of picking up ex-



Conde Hackethorn, Reed M. Jacobs, Montague Flynn, N. Jacobs, English

PLANNERS—Morris E. Jacobs, chairman of the executive committee for the University of Missouri school of journalism's 50th anniversary celebration, is directing observance activities with others on the committee: M. F. Flynn, *New York Daily News*; Nathan

E. Jacobs, Bozell & Jacobs, Chicago; Dean Earl English, of the university; Jack Hackethorn, agricultural press representative; Jack Conde, American Motors Co.; Walter Reed, publicist, and Samuel P. Montague, executive director of the committee.



Morris Jacobs

years fills eight typewritten pages.

In many of these activities he has served as a chairman, president, or in some similar key capacity. To name a few: Associate chairman of the executive committee, College World Series; general chairman of the Greater Creighton development campaign; chairman of the planning committee, National Electric Refrigeration Bureau; chairman of the board of directors, Omaha Transit Co.; general chairman of the Omaha centennial celebration; general chairman of the committee of '52 Foundation; general chairman of the Community Chest fund campaign; president of the Community Chest; director of the

tra income through spare time activities.

■ Feeling that advertising and public relations were embodied in a single entity—mass information—the two men in 1921 began a parttime agency, offering an integrated advertising and public relations service (the first in the country, according to Mr. Jacobs). Their first client was the Nebraska Power Co.

In 1923 Bozell & Jacobs became a fulltime agency, opening a one-room office in downtown Omaha. The Nebraska Power Co. account grew in size, and more utility clients were added.

The number of clients and the number of offices continued to grow through the years. The agency now has 12 offices, more than 200 clients, and annual gross billings of almost \$20,000,000.

One of the agency's favorite clients is Father Flanagan's Boys Town. Mr. Jacobs recalls how his agency spearheaded the public relations program to establish the community in the '20s, and how he tagged the name "Boys Town" on the project.

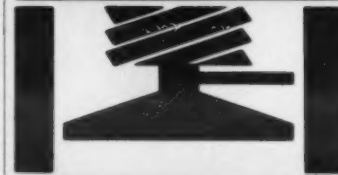
■ Mr. Jacobs devotes much of his creative ability to charity work. In 1950 he headed the Omaha Community Chest drive, and donations more than met the quota, for the first time in six years. His activities have won him many awards, including Omaha's highest civic honor, being crowned

King Ak-Sar-Ben LX in 1954.

He also has a 50-year gold card membership in the YMCA, is an honorary citizen of Boys Town, the city of New Orleans and the state of Texas, has an honorary LL.D. degree from Creighton University, Omaha, a civic service award from the Omaha Chamber



FREEDOM OF THE PRESS



US POSTAGE 4¢

FOUR-CENTER—This stamp, honoring journalism and freedom of the press, will be issued Sept. 22 in conjunction with the 50th anniversary of the University of Missouri's school of journalism. The stamp will be printed in black, symbolizing ink.

of Commerce, and is an honorary member of the officers' club of the Strategic Air Command.

What with his many civic and professional activities, there is little time left over for hobbies. Mr. Jacobs, his wife, Rae, and daughter Susie enjoy traveling and have made several trips to Europe. #

### Tuttle Silver Shifts to Grey

Advertising for Tuttle Silver Co., North Attleboro, Mass., is being handled by Grey Advertising, New York. Bennett & Northrop is the previous agency. Tuttle has been purchased by Wallace Silversmiths Inc., Wallingford, Conn., a Grey client. James Cruickshank, formerly vp, treasurer and general manager of Tuttle, has become merchandising manager of the Tuttle division of Wallace, with headquarters in Wallingford.

### John Schneider Named General Manager of WCAU

John Schneider, general manager of CBS Television Spot Sales, will become general manager of WCAU, Philadelphia, when the transfer of the station from the Bulletin Co. to CBS becomes effective. He will succeed Robert M. McGredy, who briefly succeeded Charles Vanda as vp of the WCAU stations under the Philadelphia Bulletin's ownership. Mr. McGredy has resigned. CBS will take over the entire property and assets Aug. 29 at a total price of \$20,000,000.

Bruce Bryant, eastern sales manager of CBS Television Spot Sales, will become general manager of spot sales for the network. Other changes in top personnel in both radio and tv are expected to be announced by CBS shortly after it takes over WCAU. Donald W. Thornburgh, currently president and general manager, is expected to remain head of the stations.

### Skil Plans Fall Push for 'Packaged' Line

Skil Corp., Chicago, is planning a new merchandising approach for its power tools and a new campaign to start this fall, according to John B. Ottman, advertising and sales promotion manager. Skil plans to sell its tools in four tool packages in a program called "Profit Magic." The first package, for example, includes a saw, saw table and abrasive wheel which sold separately would retail for \$81.85. In the package the price will be \$69.85.

A trade campaign started in August. A consumer campaign is scheduled to start in October. Magazines on the schedule include *Better Homes & Gardens*, *Popular Mechanics*, *Popular Science*, *Reader's Digest*, *The Saturday Evening Post* and *Sunset Magazine*. Newspapers will also be used. Fuller & Smith & Ross, Chicago, is the agency.

### 'Sun-Times' Appoints Six

Joseph J. O'Shaughnessy, formerly manager of the resort and travel section, has been appointed manager of the classified ad department of the *Chicago Sun-Times*. At the same time, Betty Rollison was named assistant classified manager; Howell I. Jones, assistant to the advertising manager; Lester Allen Kraft, ad service manager; Robert James Cowhey, resort and travel manager, and Robert H. Fadness has been made manager of the real estate classified display staff.

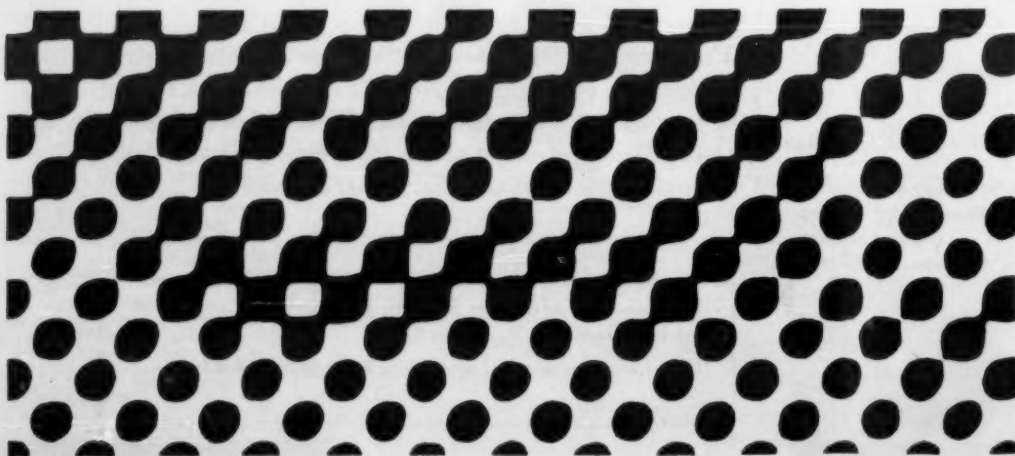
**IMPRINTING**

- TABLOIDS
- FOLDERS
- NEWSPAPERS
- MAILING PIECES
- MAGAZINES
- POST CARDS

We imprint all types of literature in any quantity and ship to arrive on schedule. Shipping from Cleveland saves you time and money.

WRITE: **The RALPH J. BISHOP Co.**  
2000 SUPERIOR AVE. • CLEVELAND 14, OHIO  
CALL: PRospect 1-6220

THE PURSUIT OF QUALITY — OUR CONSTANT DEDICATION



HUTCHINGS & MELVILLE, Inc. Custom Photoengraving

4043 NORTH RAVENSWOOD AVENUE, CHICAGO 13 EASTGATE 7-9220



## Coming Conventions

Sept. 5-8. Mail Advertising Service Assn., 37th annual convention, Chase-Park Plaza, St. Louis.

Sept. 10-12. Direct Mail Advertising Assn., 41st annual convention, Chase-Park Plaza, St. Louis.

Sept. 15-17. 3rd Annual Newspaper R.O.P. Color Conference, Waldorf-Astoria Hotel, New York.

Sept. 18-19. National Assn. of Broadcasters, Region 3, Hotel Buena Vista, Biloxi, Miss.

Sept. 22-23. National Business Publications, New York regional conference, Ambassador Hotel.

Sept. 22-23. National Assn. of Broadcasters, Region 6, Oklahoma Biltmore, Oklahoma City.

Sept. 25. Magazine Publishers Assn., all conference, Waldorf-Astoria Hotel, New York.

Sept. 25-26. National Assn. of Broadcasters, Region 7, Challenger Inn, Sun Valley, Ida.

Sept. 29-30. National Assn. of Broadcasters, Region 8, Hotel Mark Hopkins, San Francisco.

Oct. 2. Advertising Research Foundation, fourth annual conference, Waldorf-Astoria, New York.

Oct. 5-7. Advertising Federation of America, 7th District convention, Whitley Hotel, Montgomery, Ala.

Oct. 6-7. New England Newspaper Advertising Executives Assn., annual meeting, Hotel Statler, Boston.

Oct. 9-10. American Assn. of Advertising Agencies, Central Region's annual meeting, Drake Hotel, Chicago.

Oct. 9-11. Pennsylvania Newspaper Publishers Assn., annual convention, Hotel Roosevelt, Pittsburgh.

Oct. 10-11. Mutual Advertising Agency Network, 4th quarterly business meeting and workshop.

Oct. 12-15. American Assn. of Advertising Agencies, western region, 21st annual convention, El Mirador Hotel, Palm Springs, Cal.

Oct. 13-14. National Assn. of Broadcasters, Region 4, Hotel Schroeder, Milwaukee.

Oct. 13-15. Packaging Institute, 20th annual national packaging forum, Edgewater Beach Hotel, Chicago.

Oct. 15-17. Point-of-Purchase Advertising Institute, first national members meeting, Hotel Claridge, Atlantic City.

Oct. 16-17. National Assn. of Broadcasters, Region 5, Hotel Radisson, Minneapolis.

Oct. 17-19. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton-Cadillac Hotel, Detroit.

Oct. 19-21. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 20-21. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-21. Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 20-21. National Assn. of Broadcasters, Region 1, Hotel Somerset, Boston.

Oct. 22. Associated Business Publications, annual Midwest conference, Drake Hotel, Chicago.

Oct. 22-24. Life Advertisers Assn., annual meeting, Queen Elizabeth Hotel, Montreal, Can.

Oct. 23-24. Audit Bureau of Circulations, 44th annual meeting, Drake Hotel, Chicago.

Oct. 27-28. National Assn. of Broadcasters, Region 2, Hotel Statler, Washington, D. C.

Oct. 26-28. National Newspaper Promotion Assn., Central regional meeting, Whittier Hotel, Detroit.

Oct. 27-28. American Assn. of Advertising Agencies, eastern annual conference, The Biltmore, New York.

Nov. 5. American Assn. of Advertising Agencies, east central region annual meeting, The Commodore Perry, Toledo.

Nov. 9-12. Assn. of National Advertisers, fall meeting, The Homestead, Hot Springs, Va.

Nov. 10-11. National Newspaper Promotion Assn., southern regional meeting, Barringer Hotel, Charlotte, N. C.

Nov. 13-14. National Business Publications, Chicago regional conference, Drake Hotel, Chicago.

Nov. 16-19. Broadcasters' Promotion Assn., annual seminar, Chase Hotel, St. Louis.

Nov. 17. American Marketing Assn., Regional Industrial Marketing Conference, Toledo, O.

Nov. 17-19. Southern Newspaper Publishers Assn., annual convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 20. Business Publications Audit of Circulation, annual meeting, The Biltmore, New York.

Nov. 20. Television Bureau of Advertising, sales advisory committee meeting, Waldorf-Astoria Hotel, New York.

Nov. 21. Television Bureau of Advertising, annual meeting, Waldorf-Astoria Hotel, New York.

Nov. 25. National Business Publications, Los Angeles regional conference, Hotel Statler.

Nov. 26. National Business Publications, San Francisco regional conference, Sheraton-Palace.

Dec. 26-30. American Marketing Assn., National Winter Conference, Morrison Hotel, Chicago.

Jan. 23-25, 1959. Advertising Assn. of

the West, midwinter conference, San Jose, Cal.

April 5-6, 1959. Sales promotion division, National Retail Merchants Assn., Eden Roc Hotel, Miami Beach.

April 12-14, 1959. National Business Publications, annual spring meeting, Jocke and Paradise Inns, Phoenix, Ariz.

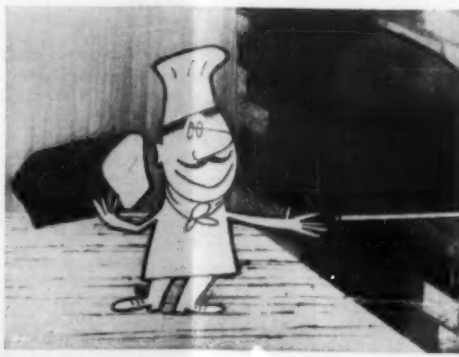
May 24-27, 1959. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 8-11, 1959. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 28-July 2, 1959. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

### NRMA Prints Special Report

The sales promotion division of the National Retail Merchants Assn., New York, in the July issue of "Sales Promotion Exchange," a division publication, has printed findings from a study of mail order and telephone business. The report was produced through the cooperation of 40 member stores in 24 major cities. Reprints are available from the association for \$1 a copy.



**DEBUT**—The Holsum bread baker will make his tv debut in Chicago Sept. 1 in a New Process Baking Co. spot campaign. Film animation was done in Paris. The ads will retain the theme Holsum has used in spot radio in Chicago. W. B. Doner & Co. is the agency.

### Milner Names Moore, Davis

Lawrence L. Moore, advertising and sales promotion manager of Dumas Milner Corp., Jackson, Mass., manufacturer of Pine-Sol and Perma Starch household products, has been promoted to assistant sales manager. Before joining the company in January, Mr. Moore

was brand manager of the soft drink and beverage division of Pabst Brewing Co. and Hoffman Beverage Co. Succeeding Mr. Moore as advertising and sales promotion manager is Larry Davis, formerly with Hill Packing Co. as vp in charge of sales and advertising.

### Monsanto Plugs Skydrol

Monsanto Chemical Co. is taking two-color spreads in domestic and international aviation publications for a campaign promoting the use of Skydrol, its fire-resistant hydraulic fluid used by many airlines. The ads, Monsanto's first use of advertising in the aviation field, are headlined "Skydrol safeguards the leaders" and feature large photographs of late model planes which use the product. Gotham-Vladimir Advertising, New York, is the agency.

### Hollingbery Simplifies Forms

A simplified communications and information form on announcement schedules and availabilities which incorporates key features of various forms and provides sales information at a glance has been devised by George P. Hollingbery Co., New York. The radio-tv station representative will supply the forms to its stations free of charge.

# Announcing

## HI-WAY SPECTACULARS

### GAYNOR HDWE.

#### HOMETOWN U.S.A.



**APPLIANCES**

**LIVE BETTER**

**ELECTRICALLY**



**KITCHEN-LAUNDRY CENTER**

4 - Appliances in one



Authorized GENERAL ELECTRIC Dealer

Now

## Combining Changeable Posters with Hi-Way Displays

Here's real double-action advertising!

Giant displays like this new General Electric "HI-WAY SPECTACULAR" give you permanent eye-catching panels to keep your product name, trademark or dealer name before the vast highway audience throughout the year . . . And what's more, these panels are designed exclusively for you . . . to provide the individuality your advertising deserves. At the same time, a big 6 x 12 foot poster panel, which is changed every 90 days, answers your need for special sales-building promotions . . . So use National Advertising Company "HI-WAY SPECTACULARS" . . . nationally, regionally or locally . . . for image-building repetition and sales-building impact.

### And don't forget reflectivity

With "SCOTCHLITE"® Brand Reflective Sheeting on the permanent panels, and "REFLECTO-LITE"® Brand Reflective Paper on the posters, you can even advertise to that 1/3 of all traffic that travels after dark.

## NATIONAL ADVERTISING COMPANY

A subsidiary of Minnesota Mining and Manufacturing Company  
**CHICAGO NEW YORK DETROIT SAN FRANCISCO**  
 SALES OFFICES IN 19 OTHER PRINCIPAL CITIES

\* "SCOTCHLITE" and "REFLECTO-LITE" are registered trademarks of the Minnesota Mining & Manufacturing Company, St. Paul, Minn.  
 † The term "HI-WAY SPECTACULARS" is a trademark of the National Advertising Company, Chicago, Ill.

- Coverage tailored to your sales patterns.
- Available in any area of the nation.
- Select highway locations—approved by you.
- Posters changed every 90 days.
- Complete service—leasing, manufacture and maintenance.
- One flat monthly rental—no other charges.
- Lowest cost per thousand of any advertising.

For full information, mail this request form today

Merchandising Dept. AA  
 National Advertising Company  
 33 S. Clark St., Chicago 3, Illinois

Please rush me the free illustrated booklet, "HI-WAY SPECTACULARS," offered by the National Advertising Company. Thank you.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## A THIRTEEN LETTER WORD BEGINNING WITH "M"...



Key word in the farm supply market puzzle is "Merchandising." With an "M", as in *Farm Store Merchandising*. It's the new service magazine that fills in the blanks in the farm store owner's picture. For information, see BPRD Classification 44A or write:

**FARM STORE MERCHANDISING**  
 THE MILLER PUBLISHING CO.  
 Box 67 Minneapolis 40, Minn.

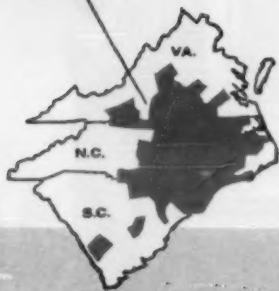
### B&B Pooh-Pahs Recession: Says It Will Go Away

Benton & Bowles, New York, has made public a study designed to show that "recessions are historically short-lived affairs which produce more discussion than damage." The study consists largely of charts and tables tracing the 12 economic downturns since 1897. B&B said it released the study "as an expression of the agency's faith in the immediate economic future of U. S. business and industry and as a source document for interested organizations and business leaders."

### Stritch Joins Chilton

Richard A. Stritch, formerly in the sales department of *House Beautiful*, has joined *Department Store Economist*, Philadelphia, as sales rep in New York City and Pennsylvania. He succeeds Frank G. Cambria, who has retired.

# Balanced Programming PAYS OFF in the nation's 28<sup>th</sup> radio market



What's happening in the Nation's 28th Radio Market is pretty convincing proof that radio can be bigger and better than ever.

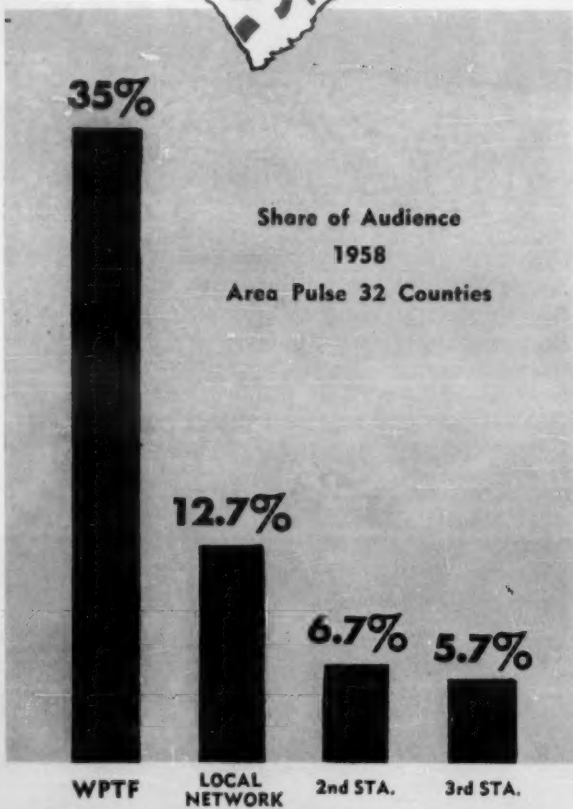
Balanced programming at WPTF (Raleigh-Durham) continues to produce smash ratings and capture a dominating share of the audience. Radio is a fresh, welcomed, and respected medium. WPTF advertising moves merchandise.

The fare here is a happy blending of studio and mobile programs featuring established station personalities and the best from one of the great networks, N. B. C.

As a result, WPTF has an audience record that is probably as impressive as any in the nation. For example: More North Carolinians listen to WPTF than to any other station.

WPTF leads every other station in its 32-county Area Pulse every single quarter hour from sign-on to sign-off.

WPTF's share of audience in its 32-county Area Pulse is greater than the combined total of the next three most popular facilities, including an 11 station local network.



**WPTF**  
 50,000 WATTS 680 KC  
 NBC Affiliate for Raleigh-Durham and Eastern North Carolina  
 R. H. Mason, General Manager  
 Gus Youngsteadt, Sales Manager



CITY LOVE—Montgomery Ward tries a new institutional approach in ads like this which it ran when it opened a second store in Denver.

### 'We Love You,' Says Ward in Amorous Pass at Denver

DENVER, Aug. 19—Montgomery Ward & Co. loves Denver—but does Denver love Ward's?

So far, Denver hasn't said. But Montgomery Ward has been emblazoning its love all over the newspapers in Denver—"We're in love... We're in love... We're in love with a wonderful town!"

"Our heart belongs to Denver... because we love the way you grew," "...because we love the way you play," "because we love the way you relax," the ads say. Most of the ads feature a large tree trunk with intertwined hearts inscribed "MW" and "Denver."

Early ads bore the tag line: "Watch for the opening of Ward's new store." Later ads invited readers to the opening day of the store in Lakeside shopping center.

Among the promotion activities for the new store was a fashion show of apparel from the top designers of Europe—the store's way of making known that the "finer things in life" are available at Ward's.

C. M. Bygel, formerly operations manager of Ward's Ft. Worth store, has been appointed manager of the Lakeside branch.

Advertising was prepared in Ward's retail advertising department in Chicago.

(Editor's note: Will Denver come to return Ward's love? Will jealous rivals gang up on Denver? What will other lovers of Denver do? Tune in, next year...)

### P&G, Expanding Abroad, Moves into Australia, Morocco

Continuing its expansion abroad, Procter & Gamble Co. has established footholds in two new markets—Australia and Morocco. P&G's Swiss subsidiary—Procter & Gamble A.G. Luzern—has organized subsidiaries in these two countries.

In Morocco, P&G will soon go into production with a synthetic detergent (Tide). In Australia, the P&G company has licensed another company, Preservene Pty. Ltd., to make and market Flash, a cleanser sold here as Spic 'n Span. Advertising will be handled by Jackson, Wain & Co. A report, published in Australia, that Young & Rubicam would open an office there to service P&G has been categorically denied.

### Nestle Names Thomas Wyman

Thomas H. Wyman, with Nestle Co., White Plains, N. Y., since 1955, has been appointed manager of the new products department.

### 3 Advertisers Share Split Run in 'Des Moines Register' Mag

DES MOINES, Aug. 20—It's not uncommon for an advertiser to make a split-run test, but in the July 20 issue of the *Des Moines Sunday Register's* rotogravure *Picture Magazine*, three advertisers and six advertisements were involved in a perfect A-B split.

Every other one of the more than 500,000 subscribers to the *Sunday Register* received a different copy of the magazine. Robert C. Connor, manager of *Picture Magazine* advertising, said that to his knowledge this was the first such six-way split in a rotogravure magazine.

In Copy A of the magazine, Columbia Record Club had a b&w page ad on Page 11; Armour & Co. ran a b&w page, with coupon, on Page 12; Famous Artists Schools had the back cover in four colors.

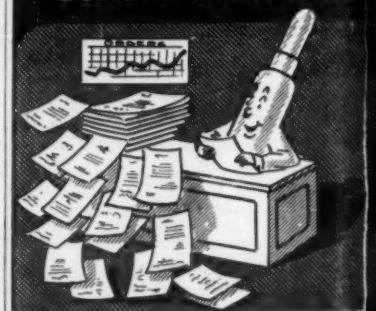
In Copy B, Famous Artists Schools had Page 11 in monochrome; Armour was still promoting Chiffon liquid detergent on Page 12, but the page was in four colors; the back cover was a four-color page for Columbia Record Club.

When the situation first developed, Mr. Connor said, the job looked almost impossible because of coordination problems. Such a number of split runs would be possible only under such rigid mechanical conditions as not more than 24 pages, editorial cooperation on color locations, etc., he indicated.

The Armour order was already in the house from Foote, Cone & Belding when Maxwell Sackheim & Co., in New York, proposed the split for its clients, Columbia and Famous Artists. After consultation with Newton B. Schreiber, *Picture Magazine's* production representative at the Alco Gravure plant, in Chicago, the problems were worked out.

After the magazine was delivered to Des Moines, an alert mail room employe noticed the different back covers and rushed to Mr. Connor with news of a "big mixup" and asked what could be done to get the right sections in time for the Sunday run.

### Billy Bullet Sells Mail Orders



"The RIFLEMAN alone has pulled more orders for us than other publications with combined circulations of over 2,500,000!

"We have thousands of regular customers secured entirely thru our small ads with you."

(Name on Request)

The AMERICAN RIFLEMAN Magazine  
 SCOTT CIRCLE WASH. D. C.



## *Some people have a flair for living*

They're active, eager, restless. They get the most fun out of living — indoors or out. They search out exciting places to go, things to do, products to enjoy. They know the good life firsthand.

It's spirited people like these who read *Holiday*. Month after month, *Holiday's* pages parade before them new interests, new ideas, new enthusiasms. Like no other magazine, it piques their interest, activates their get-up-and-go... gives them a rewarding new look at today's exciting world.

Today, more than ever, these *Holiday* readers are your best prospects. With incomes nearly triple the national average, they're in a better position to buy. More and more advertisers are reaching this rewarding market in *Holiday*. How about you?

A CURTIS MAGAZINE

**HOLIDAY**



*There's a rewarding new world for you in* **HOLIDAY**

### Spock Ad Section Grows; 9 Manufacturers Sign Up

Nine baby product manufacturers have signed up so far for space in the special ad section to be included in forthcoming copies of "Dr. Spock's Baby & Child Care," published by Pocket Books Inc. Participating in the section are H. J. Heinz Co., Beech-Nut Life Savers Inc., Duffy-Mott Co., Swift & Co., Procter & Gamble (Ivory Snow), Q-Tips Sales Corp., P. H. Hanes Knitting Co., Pacific Mills Domestic Corp., and Pyramid Rubber Co.

The separately printed section will be bound into the center of the book, marking the first time that Dr. Spock's book has been available to advertisers. It will have a guaranteed circulation of 500,000, with distribution getting under way the end of the year. A full page, the smallest unit offered, is \$7,500 in four colors and \$6,500 in b&w. The section is being handled by Benjamin Co., advertising representative.

### Bouillon Push Set for Fall

A 14-week fall newspaper ad campaign with a free recipe tie-in will be used by American Kitchens, Jersey City, N.J., to introduce Steero instant chicken bouillon. The western schedule includes 13 major newspapers. An eastern schedule will be announced shortly. The agency is Rose-Martin, New York.



In the leadership spotlight

### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

**WGN-RADIO**  
CHICAGO, ILLINOIS



Pimiteoui says:

check your "A" list

for the market with a

# BILLION BUYING DOLLARS

## Peoria Journal Star

affiliated with WTVH  
Ward-Griffith Co., National Reps.



Stella

Bachrich

Kagan

MAN FROM CARACAS—J. E. Bachrich, general manager of the *Daily Journal*, English-language paper in Venezuela, chats at a New York reception with two media buyers, Caroline Stella, J. Walter Thompson Co., and Seymour Kagan, Gotham-Vladimir Advertising. Joshua B. Powers Inc., the paper's U. S. representative, gave the party.

### Gas Assn., AT&T Are Among Advertisers Tying in with 'Good House' House in Jersey

NEW YORK, Aug. 19—A model house that started out as a six-page story in the September *Good Housekeeping* has tripled into an 18-page opus, and has inspired a movie by the American Telephone & Telegraph Co.

It's even led the American Gas Assn. to set some kind of new record by figuring out 17 different ways to use gas in one house—from a gas barbecue installed in the outdoor fireplace to an automatic gas lighter for the living room fireplace.

Located in the new Oak Ridge development, in Red Bank, N.J., the house is the first complete model home to be undertaken by *Good Housekeeping*, which borrowed on consignment some \$9,000 worth of furnishings and bought outright another \$5,000 worth for the venture.

Among the furnishings were four color telephones, which so pleased the telephone company that it installed five more and made a 12½-minute movie about it. Tentatively titled "Planning for Gracious Living," the film is a tour of the house with a *Good Housekeeping* "representative" as guide. It's filmed through the viewer's eyes; although the viewer's voice is heard, she is never seen. The film will be available late in November to local clubs through their own AT&T offices. It will also be offered to tv stations.

Although the company has tied in with many other model houses, this is believed to be the first time it has made a film featuring one. The company also is sending out bill stuffers promoting the house and its use of color phones.

The promotion drums are beat-

ing both nationally and locally for the house, which opened Aug. 16. The house is featured in an eight-page story in the August *House & Home*, as well as in the *Good Housekeeping* piece.

A citywide *Good Housekeeping* week will take over Red Bank, with more than 100 merchants showing *Good House* windows and featuring products advertised in the magazine. A special 20-page section in the *Red Bank Register* is also in the works.

Reprints of the story have been ordered by the gas association, which also is distributing to 850 gas offices promotion kits prepared by the magazine. The New Jersey Natural Gas Co. is giving the house wide promotion—mailing brochures to all gas users in the area, devoting windows to the all-gas house, etc.

At least seven department stores across the country are planning to duplicate some of the rooms in store displays.

The builder, Jake Lefferts, will open ten other model homes with the *Good House* house; in four of them will be displays by appliance manufacturers whose products are featured in the house. Schuyler Van Vechten, head of Mr. Leffert's agency, Halsted & Van Vechten (an ex-Y&R copywriter, who several years ago abandoned New York for the small-agency life in Red Bank) has arranged extensive tie-ins with the local chamber of commerce, media, stores, manufacturers, etc.

American Standard, which is not in the house but is in other model homes in the development, has put up three outdoor posters to direct visitors to the development. #

## Information for Advertisers

The *Post-Crescent*, Appleton, Wis., has released its 11th annual consumer buying habit study, covering the Appleton-Neenah-Menasha ABC city zone. Information for the study was secured by direct interviews of 1,255 housewives.

The report covers buying habits and brand use plus distribution for food and grocery products, drugs, toiletries and cosmetics, liquor, wine and beer, soaps and cleansers, cigars and cigars, appliances and tv sets, gasoline and fuel oil. For most product classifications five-year comparisons are published. Copies can be obtained by writing Kenneth E. Davis, manager, general advertising, *Appleton Post-Crescent*.

"Why Dealer Advertising" by Emmett P. Langan has just been published by Implement & Tractor Publications, Kansas City 5. The purpose of the 20-page booklet is "to put the medium in true focus in terms of its functions, its limitations, its relationships to other advertising media and to furnish suggestions for obtaining maximum benefits from expenditures." For further information write Robert E. Hertel, president.

A brochure listing 35 research studies and marketing reports prepared by the *Detroit Free Press* promotion-research department is now available. For additional information address Room 100, promotion research department, *Detroit Free Press*, Detroit 31.

The *Gazette-Daily Mail*, Charleston, W. Va., has produced an eight-page market folder tabbed for a standard market file. The folder contains the latest

available sales estimates in a variety of classifications, shows the count on various types of establishments, indicates consumer's sales tax collected in West Virginia, the percentage of liquor sold county by county and gives an over-all running story of city and area industry.

Stovel-Advocate Publications Ltd., 365 Bannatyne Ave., Winnipeg, Canada, has available a series of market reports: "Manitoba . . . A Market Survey," "British Columbia . . . A Market Survey," "Survey of Light Industrial Equipment," "Canada's Farm Machinery Sales: 1957," "1958 Tractor Data Book," "Market Study: The Agricultural Chemicals market in Canada" and "Oil Composite Reference." Copies may be had by writing J. W. Sigvaldason, promotion manager of the company.

The sixth annual issue of the *News & Record*, Greensboro, N. C., "Market Analysis Brochure" is available. Covering 88 pages, it lists basic data on 280 major metropolitan areas, giving sales ranking and other information, not only on Greensboro, but on all major market areas in the U. S. Copies are available at no cost. Address requests on company letterhead to the advertising research department, *Greensboro News & Record*.

Information and tips on the use of Western Union telegrams in advertisements are included in a free booklet put out by Western Union, "How to Reproduce Telegrams in Your Advertising." Copies may be obtained from the advertising and sales promotion department, Western Union Telegraph Co., 60 Hudson St., New York 13.

### Contemporary Maps to Print New Chicago Market Data

Contemporary Maps, 111 N. Wacker Dr., Chicago, a new publishing organization, will publish semi-annually a map summarizing socio-economic characteristics of each square mile of Chicago. The first map, published at the end of July, contains data on general areas of white and non-white residents. The map also shows residential, commercial, industrial, land clearance and vacant land use patterns, by the square mile.

The map sells for \$35. Subscription is limited to companies marketing their own products and to companies serving the marketing industry. Original purchasers may obtain reprints for \$10 a copy. The maps are 17x22" on 80 lb. offset paper.

### 'Newsweek Int'l' Boosts Rates

*Newsweek International* effective Jan. 5, 1959 will increase circulation and advertising rates of its European and Pacific editions. Circulation of the European edition will be increased from 50,000 to 55,000, with b&w page rates boosted from \$675 to \$730. Page rate for the Pacific edition will be increased from \$375 to \$425, based on a circulation increase of from 25,000 to 27,000.

### Mrs. Liebscher Joins Tobias

Mrs. Ethel M. Liebscher has been named director of the media and market research division of Tobias & Co., Charleston, S.C., agency. Previously she was a partner in Southeastern Research Associates, a marketing research organization, and prior to that was media and research director of Burke Dowling Adams Inc., Atlanta.

### Anson Sets Push for Novelty Jewelry Line

Anson Inc., Providence, R.I., will introduce a novelty jewelry line in a fall-winter campaign. The new line includes a photo-money clip, key rings and jewelry chests, and is the result of a research program aimed at discovering new gift items with special appeal for young people.

The consumer campaign will include a color spread in the Christmas issue of *Holiday* (the company's first color spread), augmented by insertions in *Seventeen*, *Sports Illustrated* and *The New York Times Magazine*. The trade media list includes *Jewelers' Circular-Keystone*, *National Jeweler*, *Pacific Goldsmith* and *Southern Jeweler*. Grey Advertising, New York, is the agency.

### ABC Film Appoints Two

ABC Film Syndication, New York, has opened a Canadian office and has appointed Colm O'Shea, former commercial manager of CHEK-TV, Victoria, B. C., an account executive. The new office, at 48 Lorindale Ave., Toronto, is the latest step in ABC Film's general sales expansion. In the U. S., the tv film producer-distributor has named Mavis Todd, formerly with J. Walter Thompson Co., to the new post of booking manager in its New York office to augment film traffic facilities.

### Nat'l Brands Changes Name

The National Brands division of Sterling Drug Inc., New York, has been renamed Glenbrook Laboratories, after Glenbrook, Conn., original plant site of Chas. H. Phillips, developer of Phillips' Milk of Magnesia, one of the division's major medicinal, toiletry and household products.

"did you say 'tantalized'?"

"no, I said ANODIZED! Anodized Aluminum from Alcoa!"

That may be the smartest thing you'll say all day. About how it means automotive trim that doesn't rust, peel or corrode. The sale is easier when you tell your prospects about anodized trim of Alcoa® Aluminum. It's nationally advertised! ALCOA ALUMINUM... FOR CLEAN AND GOOD!

**WORD PLAY**—Other ads in Aluminum Co. of America's current series in *Automotive News* play on "anglicized," "amplified," "atomized," etc. Fuller & Smith & Ross, Pittsburgh, is the agency.

**Erector Set for Grown-ups Offered as Contest Prize**

MINNEAPOLIS, Aug. 19—If it's contest prizes you're thinking about, the best kind are things people really need and can use—like 20 tons of wet concrete, perhaps an 18' steel girder, maybe a keg of nuts and bolts.

These are, in fact, the top prizes being offered by the not-so-staid First National Bank of Minneapolis in a contest connected with the construction of its new 28-story building in downtown Minneapolis.

The bank has taken a serious interest in the sidewalk superintendents watching the work—so serious, in fact, that it has (1) elevated their titles to "skyscraper tacticians" and (2) registered them as such with membership cards given out in the bank's lobby.

Until the drawing, meanwhile, the bank is taking care of its STs with adjustable ST benches at the building site. (The bank dutifully tilts the benches back a bit periodically as the building gets higher—to ease the neck strain.) Several thousand STs have already signed up and the bank reports its offbeat offering has won a wealth of publicity and word-of-mouth promotion. In fact, 5,000 people turned out for the "topping out" ceremonies Aug. 11. (Judy Scattergood, whose great granddaddy founded the bank back in '57—1857—attached the flag.)

Dreamers up of the whole promotion were bank assistant vps Gordon M. Malen and King Bennethum. George Hellickson of Olmsted & Foley, the bank's agency, cooperated with them. #

**Noxzema Stresses Closeness**

"The closer you shave . . . the more you need Noxzema" is the theme of a new advertising campaign by Noxzema Chemical Co. for its Instant Shaving Lather, breaking in *Time* Aug. 18. Other publications on the schedule are *Argosy*, *Sports Illustrated* and *True*. Doherty, Clifford, Steers & Shenfield, New York, is the agency.

**American Trade Mags Sold**

Donald J. Martin and William H. Stouffer have purchased American Trade Magazines Inc., Chicago, publisher of *American Dry-cleaner* and *American Laundry Digest*. The company was acquired from Andrew Roth, Melvin L. Roth and Smitty N. Abrams. Mr. Stouffer, now the publisher, previously was an officer and director of the company.

**McLauchlen Gets BoFA Post**

J. Robert McLauchlen, formerly eastern sales manager of the Bureau of Advertising, American Newspaper Publishers Assn., has been named manager of agency relations, a new post. He is succeeded as eastern manager by Charles M. Hildner, formerly chain store manager.

**Hoefner Joins 'SEP'**

Jean B. Hoefner, formerly with Barcalo Mfg. Co., has joined *The Saturday Evening Post*, New York, as retail marketing manager. She succeeds Jesse Ballew, who has been named to the magazine's New York sales staff in charge of upstate accounts.

**Morrow Joins MacFarland**

Tim Morrow, formerly a vp and account executive of Henri, Hurst & McDonald, has taken a similar post with MacFarland, Aveyard & Co., Chicago.



**A FABLE**  
about a man who rode around in a Jaguar . . .

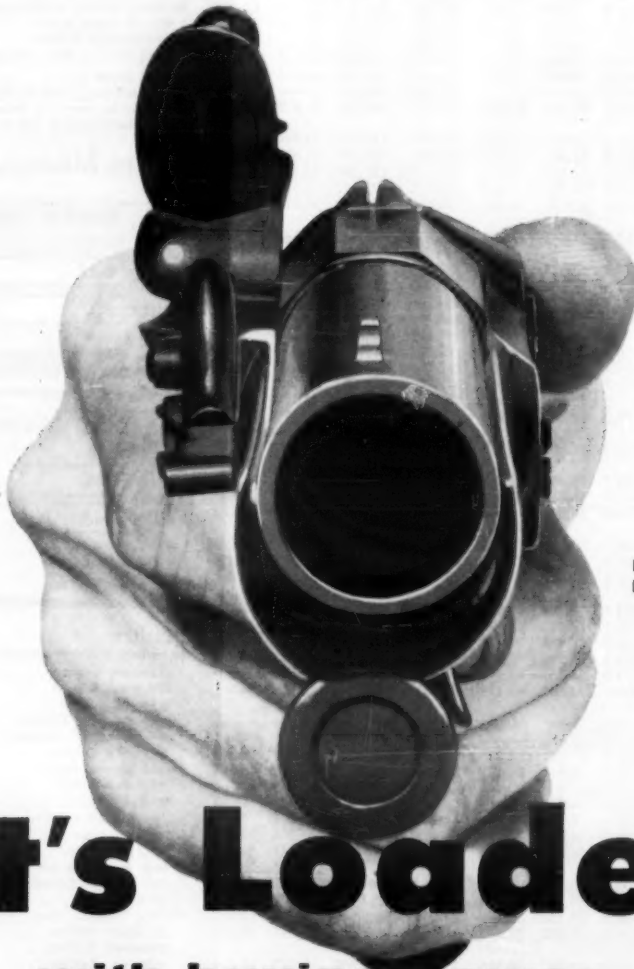
Years ago there was a successful young man who lived in a nice neighborhood, raised lovely dahlias, read *Road & Track* and drove a Jaguar.

His neighbors admired and respected him but couldn't imagine why he drove a little two seater instead of a sedan that would transport an entire hockey team, with sticks. They took rides in it and liked it, but they couldn't understand it.

He has since moved away to a better job, but he left his mark (and his dahlias) in the community. Now six of his ex-neighbors own imported cars and one has a Corvette. Every now and again one looks up from his *Road & Track* and says, "I'll never forget the first time I rode in a foreign car . . ."

**MORAL:** It's more important to influence the right people (like the 130,000 and more successful young men who read *Road & Track*) than to reach everyone in the block. Our successful young men will take care of that for you.

**ROAD & TRACK**  
THE MOTOR ENTHUSIASTS' MAGAZINE  
Box 232 Venice, California



Flintlock Pistol, made in London by Sharpe, about 1790

**It's Loaded**

with buying power...

**THE INDIANAPOLIS AREA\***

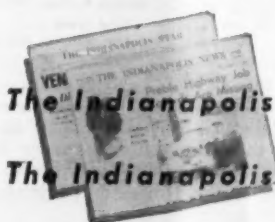
● Blast away! There's no better selling anywhere! Here over 2,000,000 people buy more because they have more. In Indianapolis alone the average annual income per family is \$6,865 . . . 15.6% above the national average, and 15th among cities of over 600,000. And retail sales per family average \$4,620 annually, 11th among cities of over 600,000.† The *Star* and *The News* give you 56.4% coverage of the 45-county area, and saturation coverage of the rich, metropolitan Indianapolis market. Write for complete market data.

†Sales Management, Survey of Buying Power, 1958

\*THE 45-COUNTY TRADING AREA THAT'S BIGGER THAN YOU THINK!



Population:	2,117,100
Income:	\$3,740,248,000
Retail Sales:	\$2,472,792,000
Coverage:	56.4% By The Star and The News



**STAR** Morning & Sunday  
**NEWS** Evening

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

# August Pages and Linage in Farm Publications

### Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1958	Aug. 1957	Jan.-Aug. 1958	Jan.-Aug. 1957	Aug. 1958	Aug. 1957	Jan.-Aug. 1958	Jan.-Aug. 1957	Aug. 1958	Aug. 1957
<b>General Farm Publications</b>										
\$American Agriculturist (sm)	21.3	23.0	227.9	225.7	15,921	16,753	166,454	164,334	14,394	14,916
\$Arizona Farmer-Ranchman (bw)	62.4	57.5	512.5	536.3	47,205	43,528	387,452	405,467	46,141	42,589
Arkansas Farmer (mon)	15.5	14.7	125.3	136.7	11,748	11,171	94,746	103,377	11,480	10,915
\$California Farmer: (bw)										
Northern Edition	30.9	36.8	381.8	393.3	29,231	27,800	294,591	297,361	29,199	26,387
Southern Edition	38.6	33.8	375.4	370.9	28,611	25,511	283,288	280,333	28,579	24,060
Average 2 Editions	34.8	35.3	378.6	382.1	28,921	26,656	288,940	288,847	28,889	25,224
Capper's Farmer (mon)	37.2	48.9	403.3	499.3	45,964	20,964	173,017	214,184	15,285	20,310
Colorado Rancher & Farmer (sm)	32.0	28.0	246.3	268.9	24,300	21,217	186,534	203,879	23,264	19,614
Dakota Farmer (sm)	67.0	50.0	503.5	513.5	52,517	39,271	394,750	402,632	52,458	38,989
Electricity on the Farm (mon)	10.8	13.1	70.5	84.9	3,855	4,671	25,182	30,324	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
Southwestern Edition	25.6	25.5	291.1	306.9	10,998	10,927	124,908	131,697	10,062	10,109
Average 2 Editions	23.4	30.9	292.0	328.1	11,023	13,254	125,293	140,787	10,055	12,285
Farm Journal: (mon)	25.7	28.8	291.2	315.2	11,008	12,361	124,959	135,242	10,040	10,958
Farmer-Stockman: (mon)										
Central Edition	52.5	72.4	635.5	745.7	22,524	31,063	272,615	319,884	21,763	30,262
Southern Edition	42.7	77.4	568.6	766.9	18,304	33,205	243,909	329,017	17,543	32,404
Western Edition	37.8	70.7	488.0	705.2	16,232	30,349	209,354	302,513	15,471	29,548
Average 4 Editions	44.8	74.2	573.8	752.0	19,234	31,814	246,159	322,618	18,473	31,013
Farm Management (mon)	19.2	16.1	170.5	163.1	8,243	6,890	73,135	69,856	8,243	6,890
†Farm Quarterly (q)	—	—	176.5	169.0	—	—	86,625	78,078	—	—
†Farm Stockman (sm)	51.8	46.8	593.9	610.0	40,573	36,690	465,598	478,216	37,410	33,284
Farmer-Stockman: (mon)										
Oklahoma Edition	32.5	32.2	275.0	314.5	13,924	13,813	117,991	134,902	12,874	12,990
Texas Edition	30.0	30.9	255.0	297.1	12,884	13,270	109,553	127,674	11,834	12,447
Average 2 Editions	31.2	31.6	265.0	306.0	13,404	13,542	113,772	131,288	12,354	12,719
Georgia Farmer (mon)	8.5	5.9	90.0	100.6	6,457	4,467	68,721	76,107	6,318	4,405
†Indiana Farmer's Guide (mon)	16.1	25.1	126.3	173.9	12,634	19,666	99,055	136,322	10,077	14,589
Iowa Farm & Home Register (mon)	21.5	17.9	141.6	143.4	21,561	17,909	141,616	145,978	21,185	17,543
Iowa Farm Bureau Spokesman (w)	42.3	33.0	367.8	342.1	42,934	33,510	373,213	348,021	39,106	31,614
\$Kansas Farmer (sm)	23.4	23.9	260.6	294.9	17,807	18,150	198,094	224,176	16,902	16,816
Kentucky Farmer (mon)	23.3	22.8	176.3	189.1	18,215	17,822	138,233	148,264	16,792	16,292
\$Michigan Farmer (sm)	36.2	27.8	372.6	366.5	27,786	21,325	286,179	281,458	24,540	17,834
Minnesota Farmer (mon)	26.6	21.0	110.8	87.9	21,295	16,495	87,181	69,459	20,303	16,103
Mississippi Farmer (mon)	7.7	10.2	82.4	102.6	5,820	7,601	62,342	77,581	5,635	7,510
\$Missouri Ruralist (sm)	26.8	25.4	279.0	333.7	20,377	19,329	212,084	253,645	18,398	16,857
Montana Farmer-Stockman (sm)	48.9	69.3	467.1	497.3	36,946	52,402	353,106	375,983	33,943	35,805
Nebraska Farmer (sm)	90.7	76.1	672.6	674.3	68,640	57,527	508,832	509,848	65,154	53,404
\$New England Homestead (sm)	21.7	22.9	314.3	238.2	15,212	16,034	219,982	166,433	10,974	10,805
New Jersey Farm & Garden (mon)	23.7	31.1	332.5	385.9	10,669	14,015	149,638	173,719	9,356	12,117
New Mexico Farm & Ranch (mon)	14.0	11.8	105.6	88.7	10,584	8,921	80,170	65,871	10,514	8,788
\$Ohio Farmer (sm)	45.6	32.2	440.6	431.9	35,010	24,737	338,386	331,713	31,269	20,838
\$Pennsylvania Farmer (sm)	26.8	25.7	342.3	334.9	20,590	19,756	262,927	257,239	18,198	17,178
\$Prairie Farmer: (sm)										
Illinois Edition	54.3	46.2	612.2	632.7	39,530	33,654	445,722	460,631	32,312	26,899
Indiana Edition	49.7	43.5	595.2	605.4	36,162	31,740	433,308	440,793	36,162	24,985
Average 2 Editions	52.0	44.9	603.7	619.1	37,846	32,697	439,515	450,712	34,237	25,942
Progressive Farmer: (mon)										
Carolina-Va. Edition	48.4	59.1	622.5	754.9	32,911	40,204	423,319	513,353	31,784	39,175
Ga.-Ala.-Fla. Edition	51.1	60.9	629.0	756.7	34,740	41,391	427,736	514,573	33,360	40,154
Ky.-Tenn.-W.Va. Edition	46.8	57.5	578.1	705.5	31,825	39,066	393,125	479,745	30,729	38,131
Miss.-La.-Ark. Edition	49.9	59.3	590.4	713.4	33,936	40,337	401,444	485,094	32,792	39,337
Texas Edition	50.2	60.9	602.2	741.0	34,153	41,395	409,462	503,585	32,836	40,239
Average 5 Editions	49.3	59.5	604.4	734.2	33,513	40,478	411,018	499,269	32,300	39,407
\$Rural New-Yorker: (sm)										
New York-New. Eng. Edition	14.5	—	57.3	—	11,393	—	44,894	—	9,104	—
Penn.-N.J.-Delmarva Ed.	13.6	—	54.8	—	10,615	—	42,930	—	8,431	—
Southern Planter (mon)	15.9	17.5	179.3	202.8	11,161	12,260	125,553	141,990	10,797	11,884
Successful Farming (mon)	67.0	65.6	568.7	678.7	30,134	29,527	255,903	305,415	29,675	29,124
Tennessee Farmer & Homemaker (mon)	18.2	10.8	127.1	121.0	14,268	8,473	99,613	94,579	13,253	7,851
Texas Ranch & Farm (mon)	7.5	9.4	114.8	120.7	7,476	9,380	114,842	120,750	7,014	9,156
Wallaces' Farmer (sm)	94.6	91.8	714.7	732.7	74,149	71,968	560,331	574,517	71,363	74,149
Wallaces' Farmer (sm)	50.5	44.7	620.1	640.9	39,613	35,053	486,182	502,549	37,931	33,204
Weekly Star Farmer: (w)										
Kansas Edition	11.6	11.0	108.6	99.2	28,466	27,322	267,540	244,557	14,775	14,902
Missouri Edition	12.4	11.3	112.4	104.6	30,568	27,804	276,913	257,761	15,747	14,392
Okla.-Ark. Edition	10.2	10.3	96.3	92.5	25,181	25,393	237,359	228,025	13,691	14,422
Average 3 Editions	11.4	10.9	105.8	98.8	28,072	20,173	260,604	243,447	14,737	14,572
Western Farm Life: (sm)										
Regular Edition	23.9	21.5	228.4	226.9	18,812	16,916	179,087	177,898	15,297	14,714
Colorado Edition	30.3	27.3	309.8	295.3	23,762	21,417	242,905	231,567	20,051	18,473
Average 2 Editions	28.4	24.4	269.1	261.0	21,287	19,166	210,996	204,732	17,672	16,593
Wisconsin Agriculturist & Farmer (sm)	61.4	54.7	511.7	513.3	45,122	42,896	401,137	402,496	47,360	42,641
Wisconsin Agriculturist & Farmer (sm)	37.6	32.6	450.3	458.6	29,541	25,577	353,015	359,600	29,066	25,208
Wyoming Stockman-Farmer (mon)	43.2	42.3	321.5	316.1	34,034	32,074	250,236	241,740	28,653	28,444
Total Group	949.9	1,007.9	8,543.3	9,332.8	647,238	644,948	5,367,402	6,056,098	609,561	597,213

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Aug. 1958	Aug. 1957	Jan.-Aug. 1958	Jan.-Aug. 1957	Aug. 1958	Aug. 1957	Jan.-Aug. 1958	Jan.-Aug. 1957	Aug. 1958	Aug. 1957
<b>Dairy &amp; Livestock</b>										
Breeder's Gazette (mon)	12.0	11.9	117.7	120.2	5,164	5,381	50,910	56,015	4,510	4,335
The Cattleman (mon)	97.6	82.8	629.0	635.2	40,999	34,804	263,964	268,754	12,929	12,999
\$Corn Belt Farm Journal: (d)										
Chicago Daily Drivers Journal	54.9	63.7	229.0	262.3	116,938	135,492	487,354	558,108	34,367	40,231
Kansas City Daily Drivers Telegram	57.1	57.7	229.5	251.2	121,558	122,855	488,354	534,484	36,335	39,711
Omaha Daily Journal-Stockman	59.6	60.8	260.5	282.8	126,821	129,383	544,313	601,778	41,720	41,716
St. Louis Daily Livestock Reporter	51.6	55.0	170.7	193.4	109,753	116,939	363,307	411,617	33,264	37,369
\$Dairymen's League News (bw)	16.1	12.6	98.0	101.6	11,831	9,234	71,367	74,134	10,995	8,683
Florida Cattleman (mon)	59.4	59.1	526.8	527.7	24,980	24,823	221,098	221,688	24,980	24,823
Hoar's Dairyman (sm)	46.3	48.5	455.8	447.9	33,725	35,342	331,797	326,096	27,211	30,351
†Livestock Breeder Journal (mon)	58.3	—	542.9	—	24,486	—	228,000	—	3,234	—
National Hog Farmer (mon)	9.1	6.9	418.5	406.3	9,235	7,010	307,307	297,764	8,860	6,745
National Live Stock Producer (mon)	10.7	10.9	109.3	114.2	7,816	7,938	79,515	83,179	7,551	7,608
Western Dairy Journal (mon)	36.1	22.9	309.3	271.8	15,500	9,829	132,354	116,642	5,656	5,650
Western Livestock Journal: (mon)										
Mt. & Plains Edition	77.4	54.9	423.5	342.8	33,194	23,583	181,689	147,110	13,092	8,340
Pacific Slope Edition	215.1	179.6	820.5	745.4	92,274	77,091	352,044	319,826	21,836	16,995
Western Livestock Reporter (w)	26.4	24.0	273.6	230.4	22,355	19,558	267,677	203,952	10,766	8,806
Total Group	648.4	501.5	4,185.2	3,841.9	309,728	245,359	2,416,355	2,041,026	140,625	126,652

## Farm Linage Trend

Category	Year	Aug.	July	Aug.		
GENERAL FARM PUBLICATIONS	1958	647	407	645		
	1957	645	407	645		
	FARM ORGANIZATIONS & EDUCATION	1958	36	47	34	
		1957	34	47	34	
		DAIRY & LIVESTOCK	1958	310	245	245
			1957	245	245	245
POULTRY			1958	50	45	53
			1957	45	45	53
	FRUIT & VEGETABLE		1958	46	65	47
			1957	46	65	47
		CANADIAN	1958	252	213	259
			1957	213	213	259

<b>Poultry</b>										
†American Poultry Journal: (mon)										
Eastern Edition	—	—	186.2	229.3	—	—	80,907	98,971	—	—
Midwest Edition	—	—	195.0	225.4	—	—	83,580	96,681	—	—
Pacific Edition	—	—	182.5	228.0	—	—	81,093	97,899	—	—
Southeastern Edition	—	—	196.1	232.2	—	—	84,217	99,636	—	—
Southwestern Edition	—	—	176.4	223.9	—	—	85,665	96,		



# The obsolescent bull!

The bull is no hewer of wood, drawer of water, prime mover of plow or cart. His sole function is propagation. He is costly to feed, often hard to handle and injury prone. The 120,000 bulls in this country represent a big investment and expense to US farmers.

A two year or older bull is good for forty to seventy-five matings a year. However, with artificial insemination, a superior bull can serve from 15,000 to 40,000 cows a year, step up meat and milk production. And buying a chilled tube of semen by mail is easier and cheaper than using a bull.

If artificial insemination were adopted universally, the 60 million cows in this country could be adequately served by a mere 600 bulls!

The changing status of the bull today is symptomatic of all American agriculture.

Within a generation, the horse and many of the hired men have been replaced by tractor, power machinery, and better planned farm buildings. The milk can is being succeeded by the bulk tank. New methods of planting, harvesting, breeding, pest and disease control, have increased farm production enormously. No industry changes so fast, advances so steadily.

The change has also affected the status of US farms. Six out of ten of our farms are subsistence or supplemental; afford a meager living, or a residence and some aid to job or business income. Four out of ten,

just over 2 million, get \$9 of every \$10 of US cash farm income.

The high 40% includes the country's best farmers, with big investments in land, buildings and equipment; volume crops and livestock, good incomes, and incidentally SUCCESSFUL FARMING subscribers.

The industry change has also affected SUCCESSFUL FARMING — made it virtually indispensable to field crop and livestock farmers. SF bridges gaps between theory and practice, the laboratory and successful application; for more than fifty years has helped the best farm families earn more and live better.

SF is not merely read, but studied, clipped, referred to, by both men and women; is an integral part of their lives as well as business. And has earned a degree of respect and confidence that gives extra response to advertising in its issues.

If you want more sales, put SUCCESSFUL FARMING to work for you. In 1957 SF farm subscribers had an estimated average cash farm income of \$10,870, will be higher this year — offers one of today's choicest class markets, available in an economical medium package. SF also adds balance to national advertising in an important market where general media lack impact. Call any SF office for details.



*Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*



## Only six carried more!

In 1957, among all magazines with a million or more circulation Successful Farming was seventh in editorial lines devoted to Home Furnishings & Management.

Why? Because SF farm families are intensely interested in new furnishings, kitchens, appliances, in better living facilities.

With estimated average cash farm incomes around \$10,000 for the past decade, they can afford what they want! No medium matches SF's influence with its market. For more sales, for better balanced national advertising, use Successful Farming. Investigate!

Successful Farming . . . Des Moines, New York, Chicago, Detroit, St. Louis, Philadelphia, Cleveland, Minneapolis, Atlanta, San Francisco, Los Angeles.



# The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

## It's Fashionable to Throw Stones at Auto Industry; This Veteran Tells His Side of the Story

To the Editor: Frankly as hell, as an old ex-automobile dealer, I'm more than a little tired of all the plain, unadulterated hokum that everyone now finds fashionable to throw at the automobile companies. And usually E. B. Weiss makes a lot of sense, but now he, too, joins in the wars with the same old complaint: "Detroit just isn't building 'em the way people want 'em."

I say that's a lot of hogwash, and I back up my statement with a lot of cold cash—unlike E. B. Weiss, S. I. Hayakawa, et al. My cash was in the form of an investment in an automobile agency; my ideas on this were not formed either by casual conversation with possible automobile prospects in the last six months, or dreamed up while sitting one day in front of the typewriter.

As a matter of fact, I have more reason than most to berate GM, Ford and Chrysler: They helped me out of business, since I sold Packard, Studebaker, and Nash. And, believe me, they didn't do it by building cars people didn't want! Until you've had dozens of people tell you that cars have too much horsepower, then see those same people in a hot new Olds a few days later (when an Olds was the hottest thing on the road), you simply don't know how irrational people can be.

It's simply stupid to insist people want transportation now, any more than they did three or four years ago, when I know I was sell-

ing the best transportation cars on the market. Right now a Ford 6 will give mileage right along with a Rambler: Look up the figures on Ford 6 sales, then go and see how cheap they are on the used-car lots. These theories that make sense in the abstract simply don't hold water when you go into the marketplace.

If you, or the fancy theorists now telling Detroit what's wrong, knew it, my defense of the Big Three would seem absolutely ludicrous. I think some of their marketing practices, particularly in regard to dealer relationships, are absolutely indefensible. And I'm not saying that they build the very best cars they can, or the cars that they should build, I am saying that they have built, and are building now, the cars that most people want to buy.

If you think that's not so, let me ask you why the Studebaker Scotsman isn't a best-seller; why Plymouth isn't selling an overwhelming number of sixes; why Rambler hasn't found it necessary to go on three shifts? Detroit is still selling the very great percentage of all cars sold in this country, and, moreover, the high-priced cars in every line are the ones that are selling best! . . .

I'll tell you all about the doctor's wife who insisted cars were too big, too long, and too powerful, and who promised they were going to buy a Rambler for the doctor—and who then bought an Olds, with a Dodge for a second car. And

who NOW has a Rambler, not that they're fashionable! And all the many people who insisted they wanted V-8 engines: Didn't know why they wanted them, but they did know the V-8 was associated with speed. And all the wonderful prospects who asked about fuel economy, and then bought a real gas-guzzler with a 4-barrel carburetor. And about George Romney, the genius of American Motors, who used to embarrass Nash dealers by driving around the country in a Cadillac, while he built a car that rode as well and was almost as big, but didn't have the prestige. And I'll tell you all about having low-priced cars act as if they were nailed to the floor, just because they had a bit less chrome than their high-priced siblings, although in all essentials they were the same. You can have the dope, too, on the really fine '55 Packard, which had features other cars don't have yet—but which laid an egg. . .

And as far as dealer complaints are concerned: I refer those complainers back to the time that they bought their cars. What was then uppermost in everyone's teeny little mind: Service, or price? In the last few years "price" dealers have been getting the lion's share of the business: The dealers that give little or no service. The service I hear maligned so loudly costs money, and someone has to pay it. If you won't pay for it when you buy the car, you can't expect to get it!

Ah—this makes sense, and right now common sense is unfashionable.

**Lumir S. Palma,**  
Sales Promotion Manager,  
U. O. Colson Co., Paris, Ill.

## What Color Is Lemon? What Flavor Is Pink?

To the Editor: You report that, at ADVERTISING AGE's Summer Workshop on Creativity in Advertising, one of your panel members criticized a Jell-O ad showing pink and yellow pies, on the basis of his statement that "it is well known these colors are not appetizing ones."

Since those pies were lemon and strawberry chiffon—what better—what other—color choice? (That's all the flavors they had, until the recent bow of chocolate.) Seems to me as a woman that this was color advertising at its best, using colors dictated not by aesthetics or pie charts, but by the pies themselves. What those pictures said to women was flavor—familiar, natural flavor.

Isn't that one primary reason for color in advertising?

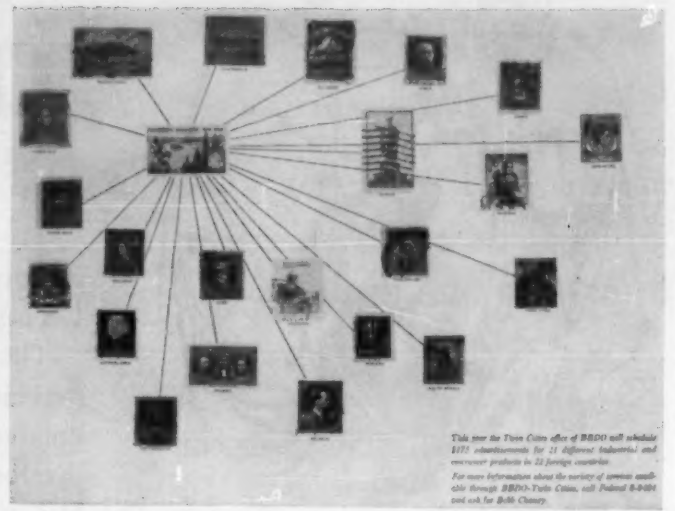
**Charlotte Montgomery,**  
Westfield, N. J.

## What You Got in K.C.?

To the Editor: When I find so much to enjoy in your fine publication, it is perhaps rather picayunish of me to become increasingly irritated each week by "Gladys the beautiful receptionist."

If "beautiful" is a tongue-in-cheek adjective, okay; otherwise I suggest you take a stroll over to Michigan Ave. during the noon hour and receive a liberal education on the proper use of the word when applied to our far fairer sex. The brunette is an improvement, but they both look perfectly capable of spelling off a brewery horse.

When the advertising critics are hammering on our collective heads with the accusation that we can't even write good copy, I hope they don't discover "Gladys." Better proof of poor copy would be hard to find.



This new Twin Cities office of BBDO will handle 122 advertisements for 22 different industries and consumer products in 22 foreign countries. For more information about the variety of services available through BBDO-Twin Cities, call Paul 8-8481 and ask for Bob Chaney.

## Stamps Tell Story of BBDO International Operation

To the Editor: Thought you might like to see the latest mailing produced for our Twin Cities BBDO office. This is one of a series, each reflecting a specific phase of our business, which we have been sending to 120 advertising managers and key executives in leading Twin Cities firms. Producing this one, on our international operations, presented some unusual problems:

3,450 individual stamps had to be tipped on by hand. . . It required the services of every stamp dealer in Minneapolis to fill our requirements. . .

Hawaii and Puerto Rico had us stumped for a while. As U. S. possessions, they do not issue their own stamps. Then a philatelist friend recalled a 1938 commemorative series of U. S. stamps that included the two territories. We were able to scrounge up enough of these 20-year-old stamps to do the job. . .

Most difficult stamps to secure were Panama and Singapore. We believe we cleaned out the Minneapolis supplies for those two countries. In fact, we weren't able to obtain enough "used" stamps, and had to buy some of them new—which proved to be almost as difficult as finding the cancelled samples.

Finally, one dealer, in checking through the order he was filling for us, discovered one stamp valued at "over \$45." Although he pulled this one out, we wonder now if any other such slipped through!

**Bob Chaney,**  
Vice-President, Batten, Barton, Durstine & Osborn, Minneapolis.

## 'Two Humans' Idea Worked

To the Editor: Re: the ad you reprinted in the Aug. 4 ADVERTIS-



To many of your customers, the printed matter you send out is the first impression you make. If the impression is bad, you may never get a chance to make another. Take a look at your collateral and mailing pieces. How do they look to you? If they came from Johnson Printing, Inc., they look good. The colors are clean and brilliant, the registry sharp and clean. That's because our Eau Claire plant is filled with the finest of modern equipment—most of it under two years old. And this equipment is in the hands of skilled and dedicated craftsmen; men who know and love their work. In the work done by Johnson Printing, Inc., quality tells . . . and the things it tells are good. Some of America's best-known companies have discovered the unique combination of quality workmanship, dependable service and moderate cost that characterize Johnson Printing. That's why Johnson has grown into one of the finest and most complete printing plants in the Midwest.

For facts and figures, write:  
**JOHNSON PRINTING, INC.**  
2215 Galloway Street, Eau Claire, Wisconsin. Phone: TEmple 2-6692.  
Better Printing Through Quality Control

## Polaroid's Impact

To the Editor: In your Aug. 11 issue in the Creative Man's Corner he discusses a recent Polaroid advertisement which, from the writer's recollection, appeared in Life.

While I have always had a high regard for his opinions, I believe he is way off base in his discussion of this ad. In fact, I am quite curious to see what the Starch rating would be.

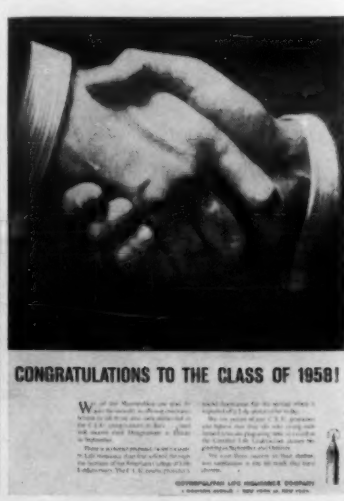
If ever there was an impact and attention-getting ad, I think this solves the problem of the advertiser.

What do other readers think?  
**William E. Becker,**  
Sales Promotion Manager,  
Bartmann & Bixler Inc., New York.

Other letters to the editor indicate what readers think. See Sept. 1 issue.



He has an **EXPERIENCED GRASP** on his client's problems. With a life underwriter's insight and grasp, a member of the John Hancock group of companies can help you understand your insurance needs. He is ready to give complete service—important in consistently selling larger amounts of needed insurance.



**CONGRATULATIONS TO THE CLASS OF 1958!** With the knowledge and experience of the John Hancock group of companies, you can be sure your insurance needs are met. The John Hancock group of companies is ready to give complete service—important in consistently selling larger amounts of needed insurance.

**BOTH WAYS**—Carl J. Dueser, of Proebsting, August & Harpham, Chicago agency, sends along the above pages 69 and 71 of the August issue of Insurance News with the query: "Is this what the reps mean by both vertical and horizontal coverage?"



ING AGE, headlined "Win Two Humans!"

This was the lead ad in a local newspaper campaign to promote hi-fi sets for Towne Television, an appliance store in Norwalk, Conn. The zany contest idea was simply an attempt to start some talk about the store and get the newspaper readers to look for the succeeding Towne ads—which were straight selling messages.

We thought this might interest you, because the idea worked. Towne got new names for its mailing list through newspaper entries, immediate local publicity (aided by a living window display of the human giveaways), and heavy traffic through the store.

The entire campaign was conceived and produced by Towne's agency, Merritt Advertising, and incidentally, the "Win Two Humans" ad was the first one ever placed by the agency.

**James Fickelsen,**  
Merritt Advertising, New York.

**'Invites Comparison'**

To the Editor: They continue to do it different in Arizona, and the enclosed speaks for itself.

About ten years ago you reprinted an ad from a Kansas City

IN TIME OF NEED  
ECONOMY & SERVICE  
ARE EQUALLY  
IMPORTANT

Grimshaw's  
Invites Comparison  
AL 8-7777

**Grimshaw**  
Mortuary  
"Wire here to help"

AL 8-7777  
344 W. Monroe, Phoenix

mortuary which I sent you, in which Mrs. Carroll (presumably the owner) indicated her desire to welcome her friends.

So now in Phoenix "Grimshaw" takes a less grim view of death.

Could this be "Death Takes a Holiday," or "Desire Over the Palms?"

**Bernard A. Rosenthal,**  
Phoenix, Ariz.

**'Unthinking Comment' Puts U.S. a Step Back in Britain**

To the Editor: "The credit for the development of advertising and marketing in overseas countries must go primarily to American advertisers and agencies," says an article in the current issue of *Advertiser's Weekly*. This is the claim made by Harry Enders, vp and director of the international division of Young & Rubicam recently, as published in the *New York Herald Tribune*, and reports of which have reached this country.

You might think that an American abroad would pat himself on the back when reading such a report, and say "Well done!" Not so. It is precisely this type of unknowledgeable comment that makes the jobs of American advertising people working here immeasurably more difficult. Every American advertising person who has been in Britain for over a year is all too familiar with the automatic turning of the deaf ear when it is known that the speaker is American. This is not anti-Americanism—rather the assumption, and quite often rightly so, that an American cannot have

a thorough knowledge of the British market, and thus his advice is bound to be largely useless. We all gradually acquire our own methods of coping with this.

The British are quite understandably proud of their long advertising history, much longer than ours in America. Some British advertising techniques may seem incredibly old-fashioned and "fuzzy" (Mr. Enders' word), but this is not the sort of attack which will change them. Statements like this: "In Britain and Canada and Mexico and West Germany there are now counterparts of our American Four A's... Advertising ethics abroad have been improved..." tend to make the British blood come to a slow boil. As the *Advertiser's Weekly* report goes, "Perhaps when he next visits Britain, Mr. Enders should make it his business to visit the Advertising Assn., the Institute of Practitioners in Advertising and the Incorporated Society of British Advertisers, the better to learn something of their long history of building and maintaining a high standard of professional ethics in British advertising. And while with them he might also take time to study their system of examinations for proficiency in advertising which is something that American advertising does not yet have."

It is the sort of blind unthinking comment that Mr. Enders reportedly made that puts all us Americans one giant step backward in our sincere struggles to promote American selling philosophies abroad.

**Ann Roush,**  
Associate Director, The Robert Freeman Co., London, England.

**Ode to a Versatile Adman (AA, July 14)**

It might be true that Wayland  
Has been nothing but a gay land  
Since Francis W. Hatch has  
Mixed so many batches  
Of dithyrambs and ballads.

It must be fun to tinkle lightly  
The piano day and nightly  
While he escapes civic activities  
And resumes his proclivities  
Like brainstorming with the lads

But he must have in addition  
To his poetic fruition  
The ability to function  
With a plethora of unctious  
In churning out good ads.

'Cause though he's Hasty Pudding  
And has an aura of do-gooding  
BBDO aren't paying  
For a bit of verse and playing—  
And I'm sure he's earning seeds.

**Earle M. Levine,**  
Copywriter, NEGEA Service Corp., Cambridge, Mass.

**Wants a Translation**

To the Editor: Quote from the speech by G. Maxwell Ule, reprinted in your July 28 issue—read it aloud:

"The use of the analytical techniques of the behavioral sciences will gradually revolutionize the communication arts by predicating their practice upon a body of demonstrable general principles which will be readily available to creative people for increasing their knowledge of consumer response to advertising communication."

This is a speech? I've spied this to a clutch of guys over the last week or so, including a couple of Phi Beta Kappas, and nobody yet could explain what he said. Nobody. Maxwell and his ilk are going to have to translate this gibberish if they want to filter it through to the boys. Aren't they? Or are they really, as some suspect, saying nothing?

**Don B. Nixon,**  
Decatur, Ga.

**These Are Doll Days**

To the Editor: We must admit that we have found all of the com-

SEE  
A better way to fly  
with Continental  
JET POWER VISCOUNT II

Only Continental flies the JET POWER VISCOUNT II

CHICAGO • LOS ANGELES  
DENVER • KANSAS CITY  
COLORADO SPRINGS

CONTINENTAL AIRLINES

The shortest hours  
Janie ever knew

PAN AMERICAN

ments regarding the travels of the Raggedy Ann doll, both in the United Airlines and in the Sheraton Hotels advertisements, very interesting. I can only assure you that we had no previous knowledge of their intent, nor they of

ours. Interestingly enough, as I've been turning the pages of various publications in the past couple of weeks it appears that this actually has been a "doll of the month," because the enclosed

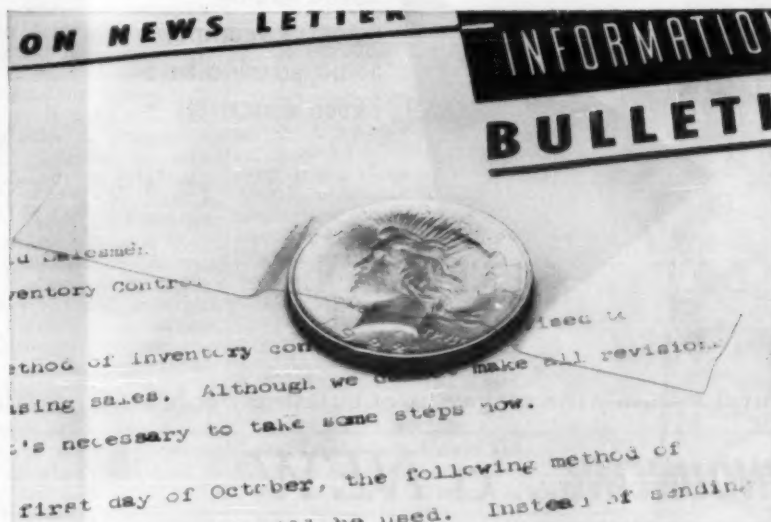
Continental Airlines and the Pan American advertisements both include children and dolls. Obviously, we all seem to feel that this is the right time to approach the same market in the most effective way possible. Only the resultant summer business will prove whether we were successful.

**William Morton,**  
Second Vice-President, Director of Advertising, Sheraton Corp., Boston.

**Suggests 'Wrapper Ad' as Second Class Solution**

To the Editor: Ellery W. Mann Jr., in his letter in AA of July 14, gets right at the heart of the publisher's problem inherent with the new second class postal rate increase. His suggestions for industry concentration on building quality and subscription sales are equally important to his distaste for any additional taxation on existent advertising space. Already many national magazines have made significant advance-

**How to persuade a man to read a memo**



**1. BRIBE HIM TO READ A SLOPPY MEMO**

Better yet, don't send out sloppy memos. and easy-to-read—on clean, inviting, Be sure that they're clean, inviting easy-to-read Hammermill Mimeo-Bond.



**2. USE HAMMERMILL MIMEO-BOND**

You'll like it for what it *doesn't* do. Lint free, it *doesn't* clog the stencil. It *doesn't* feather when you write on it. And because of its unique "air-cushion" surface, it *doesn't* leave messy "set-off" on the back of mimeographed messages. What Hammermill Mimeo-Bond does do is give you up to 2,000 clean, readable copies from a single stencil. So help your messages get the attention they deserve—on Hammermill Mimeo-Bond. Its seven attractive colors, plus white, make it just the thing for sales letters, price lists, reports, bulletins—any mimeographed message. Hammermill Paper Company, Erie, Pennsylvania.

**USE HAMMERMILL MIMEO-BOND to get your messages read**

ments toward greater value for the advertiser.

Here, therefore, is the "Wrapper-Ad" . . . a first class solution to a second class problem that would cover the secondary issue above. Like any popular victory, this solution might best be achieved through cooperation among the members of the Magazine Publishers Assn.

A revision is called for of section 132-482 of the Postal Manual (and a few other relevant stipulations) which, in general, prohibits

on second class matter wrappers the appearance of any (advertising) message other than pertinent information required to insure proper handling of the mailing. This measure should effectively be revised so as to limit size or location of (advertising) matter rather than the existence itself.

Such a measure would free the publisher to create a new and, I dare say, excitingly potent ad medium on all subscription circulation which would accomplish a dual purpose as well as possibly

creating a new-found profit, in offsetting increased mailing costs. While certainly of temporary life span, such a medium is nevertheless extremely desirable by virtue of its physical position . . .

That's it. There are some additional points of interest, however, that I might cover. About two years ago when I conceived this solution to an impending disaster, I made it my business to obtain an initial reaction from representatives of the major areas involved. There were the Director



of the Division of Mail Classification in Washington, D. C. (a Mr. Sullivan, I believe), the assistant advertising manager of *Holiday* and the personal secretary to Hugh Scott, a Pennsylvania congressional representative. (I represented myself in the area of interested advertisers.) From these other three parties I was able to confirm:

That it is an extremely interesting possibility!

That a revision of a postal regulation would require approval of the measure by the Post Office Department, then submission to and passage of, a bill by Congress.

That there is no apparent way in which I might personally capitalize financially on the idea.

The third of these was, of course, the most disheartening and frankly my singular reason for now divulging in print this timely, challenging idea.

As regards reaction No. 2, if it's worth doing, it's worth the fight. The second finding might indicate as I personally feel, that perhaps it would not be so great a fight.

**Herb J. Goldstein,**  
Assistant to the Director, Advertising and Sales Promotion, Columbia Records, New York.

**'Driving Is Fun Again' Preferred by This Reader**

To the Editor: The headline, "The Mighty Chrysler Makes Driving Exciting All Over Again," in the Creative Man's Corner for Aug. 4, is an example of a good idea, wrong product.

Making much more sense to me was the Aug. 2 *New Yorker* ad hinging the same idea to the Renault Dauphine.

The fresh fun of the headline "Tres, tres, terrifique! (or, driving is fun again)" . . . also sets up a frothy contrast to the laborious words—"Mighty!" "Exciting!"—in the Detroit entry. (Where and how often have we heard those words before!)

Even a quick comparison of the two cars in the artwork gives some clue to the way Detroit auto not be thinking:

Detroit is talking about what it wishes were true.

Renault is talking about what it can convince people IS true!

**Henry F. Marx,**  
Cappel, Pera & Reid Inc., Orinda, Cal.

**'Refreshing Change,' He Calls Chrysler Ad**

To the Editor: Creative Man! This time you goofed! Ordinarily you set up a hue and cry for more imagination in advertising. Yet, when an ad finally does step a wee bit off the beaten track, as the Chrysler ad you cite, you smite (AA, Aug. 4).

For my money, here's a refreshing change from the usual cold, so-what, nuts-and-bolts approach in automobile advertising. This Chrysler ad at least paints a pleasant image of enjoyment ahead—selling both an idea and the product solidly. At least, the reader gets a feel of the pleasure the product can bring, instead of being told how the product is made. The ad's loaded with sell.

How often we in advertising forget the human side of our appeal. May be I'm different, but I got a nostalgic nudge the instant I saw the ad. It did recapture for me that first magical moment I had a power-packed machine all to myself.

Perhaps, Creative Man, in your zeal to attack Detroit's auto-making policies, you blinded yourself to the issue at hand . . . a critique of this particular ad which, obviously, was designed to do certain jobs, and did them well. As a copywriter myself, my hat's off to the one who wrote this one. And I very much doubt he was trying to appeal to the sports-car market. What's wrong with a conventional car also being exciting?

**Irving C. Haag,**  
W. B. Doner & Co., Chicago.

**'Mighty Chrysler' Is Okay With These C.M. Critics**

To the Editor: Re: the Aug. 4 Creative Man's Corner . . . "The Mighty Chrysler Makes Driving Exciting All Over Again."

Thank goodness that one creative man broke the barrier of his corner with a challenging headline. Maybe he even tried the product. Maybe he got away from

the new force in building

FORUM HAS THE  
LARGEST CIRCULATION  
IN THE BUILDING FIELD—  
58,000 SUBSCRIBERS

Architectural Forum / the magazine of building / published by Time Inc.

**ANNOUNCING... a NEW**  
international  
farm magazine

First Issue . . . . . January, 1959  
Closing Date . . . . November 1, 1958

**WORLD FARMING** will be an "agricultural extension service in print". Its articles, special features and departments will furnish practical counsel on all aspects of management and operation of a commercial farm, ranch or plantation overseas. Produced by the publishers of *Agricultura de las Americas*, it will stress modern farming methods and demonstrate solutions to farm problems.

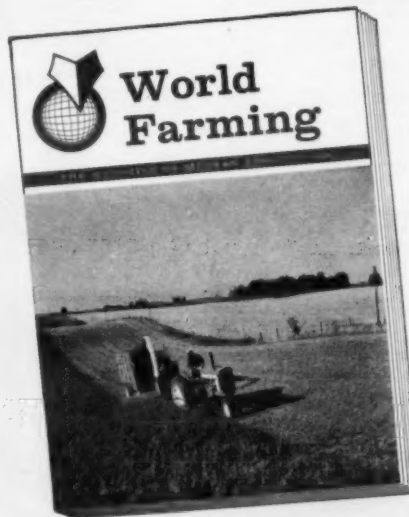
**10,000 World-Wide Farm Market Audience**

Circulation is concentrated in areas of the free world which offer best sales opportunities for U. S. manufacturers—Asia, Africa, Oceania. The 10,000 qualified circulation is confined strictly to individuals with an active farm interest. On the farm coverage is limited to commercial level farmers, ranchers and planters who are individually recommended as good customers by dealers and distributors serving agriculture. Circu-

lation also includes importers, distributors and dealers of farm equipment and farm supplies, government agricultural officials, extension service, experiment stations, etc.

**New Export Advertising Dimension**

With its farm coverage built on "best customer" lists, **WORLD FARMING** will deliver merchandising impact never before possible in overseas farm markets. Now manufacturers of farm-use products can deliver their sales message with on-the-target readership among those who buy, sell or influence farm purchasing all over the world.



Write for Complete Facts

**World Farming**

Published by  
**AGRICULTURA de las AMERICAS**  
1014 Wyandotte St., Kansas City 5, Mo.

the grubby existence in his corner of taking kids to school, grocery shopping, meeting commuter trains—in a Fiat or a Porsche. Maybe he got out on 1,100 or 1,500 miles of sizzling concrete in a Chrysler product. Maybe he did find excitement (and certain relaxation) with Chrysler airtemp conditioning cooling him between business calls, while the temperature outside soared over 100 degrees days on end. Maybe he saw some of the army of traveling sales representatives who carry their offices and samples with them in "mighty cars"—made in Detroit, not Europe.

Maybe your creative man even talked to one of these men on the road who wants all of the comforts of both his home and his office built into a "mighty car"—safety for himself, safety and room for valuable samples, space for customer records. Maybe your creative man found that Chrysler complete power steering and power brakes did much to conserve his strength and nerves during endless days of widely spaced business calls. Maybe your creative man met a couple of these commercial travelers who log 50 to 100 thousand highway miles a year in comfort. Maybe one of them told him it is "exciting all over again" to find you are making more money because you are rested more when you talk to customers, after spending hours at the wheel of any mighty Chrysler product. It is definitely relaxing and safe, thanks to the auto men of Detroit...

**T. L. Hasbrouck Sr.,**  
Dallas.

To the Editor: I've been reading your paper for years, and have often wondered why you have such a column as The Creative Man's Corner. How can one man who has nothing whatsoever to do with any account, pick any ad at random and tear it to pieces?

The client has the final okay on all copy that the agency submits. After the ad runs and your expert tears it apart, what will the client

think? He has been publicly embarrassed; so has his agency. What is the point of criticizing legitimate advertising? Your expert should go after misleading advertising, or get a job in an agency.

As far as the enclosed criticism is concerned: there is excitement in driving the Chrysler. If you drove a small car: Ford, Chevrolet, Plymouth or a Volkswagen, and then stepped into and drove a big car like a Chrysler, you would be amazed to find it is easier to steer and drive than the small cars—and the ride is so much nicer.

Why not concentrate on helping advertising, instead of making it tough for advertisers, and in some cases causing them to change agencies?

**Lawrence L. Russoniello,**  
President, Anthracite Advertising Agency Inc., Scranton, Pa.

To the Editor: I wonder at times (after reading the Aug. 4 Creative Man's Corner) just how creative that man is. Perhaps the new Chrysler is not the car to make driving exciting again all by itself, but the fact is that when most people buy a new car, driving is "exciting again." Chrysler merely employed that logic in its campaign.

His references to foreign cars in the article suggested that he not only has lost his creativity but his youth, and is using the zippy little cars to rejuvenate himself. If he is creative, let him say what should be done for once, instead of tearing apart what has been done, or let him change the name of the column to "One Man's Opinion."

**Marc Grossberg,**  
Kamin Advertising Agency, Houston.

**Experience First for Agency Job Aspirant: Pro's Advice**

To the Editor: I was interested in Wim van der Graaf's letter (AA, July 14) on the plight of advertising graduates who were seeking jobs.

Many years ago I asked some of the same questions he doubtless asked; later from the other side of the agency desk I began to see what the answers should have been; now as a teacher of advertising I try to give students a realistic concept of the requirements of the advertising business and how to try to meet them if they really want to.

Mr. van der Graaf is wise, and fortunate, to be in a copywriting job at Montgomery Ward, where he will learn more than he realizes. What he learns should be of real value later, when he has an opportunity to step into an agency job.

He is shortsighted, however, to say the least, if he feels that "small minds" in the agency business are responsible for the scarcity of agency job openings for the inexperienced. I'm afraid his college training didn't prepare him sufficiently for the realities of the business. Can he give a reason why any mind, small or otherwise, should employ him if he brings only a theoretical knowledge of techniques, without experience in the things to which those techniques must be applied?

Few advertisers advertise in a vacuum. Most advertise something. The advertisers of shoes, or ships, or sealing wax, are likely to want an applicant with some knowledge of shoes, or ships, or sealing wax, and to feel that it is easier to teach advertising to an experienced shoe man than it is to teach shoes to an inexperienced advertising man. One complaint I have against trying to teach "creative" advertising is that it tends to overstimulate the imagination of students without sufficiently stressing the factual basis from which advertising creativity must start. The small minds in the agency business often have found, the hard way, that the novice's creative imagination has insufficient anchor to keep it in check. Much of today's bad copy is written by those who need more experience, and less imagination, than they seem to have.

I try to counsel students who want to get into the agency business not to try it until they have gotten some sales or research or business or reporting or other useful experience; to gain background that will help them to answer the inevitable question, "What experience have you had?" before they face the question with no answer. Sometimes a student double-crosses me and gets into advertising directly; I always wish him well but wonder how far he will get. But Mr. van der Graaf's contemporaries have a great deal of company in their problem. Those who have a sufficient grasp of what advertising is, not just of what they think it ought to do for them, eventually will get into advertising if they go about it intelligently, combine their theoretical knowledge with some practical, and combine both with some experience. Advertising needs them.

I am currently making a study dealing with the relationships between advertising education and advertising employment, and I'd welcome letters from Mr. van der Graaf or any advertising graduates who would like to tell me what some of their job-seeking experiences have been and

what prospective employers have told them. If I can help them with any advice, which may be possible in some cases, I'll cheerfully give it. If they can help me with any information, it might also be of benefit to others some day.

**Irvin Borders,**  
Associate Professor, Los Angeles State College, Los Angeles.

**Reasoning with Reader Accomplished in Bank Copy**

To the Editor: If James D. Woolf doesn't object to a little further pursuit of the "long copy" issue, please take a look at the enclosed ad this agency produced for a bank client. With very long

**How to save Money**

Some Straight Facts About The Average Man's Financial Future  
By Henry H. Ingalls, President, State-Planners Bank of Commerce and Trust

Are You One In A Million?  
What Is This "It" That Can Happen To You?  
How To Save Money And Live It!

Subscribers: Does It Matter How Much You Save?  
The Money Millionaire!  
The Money Millionaire!

copy, it got along admirably. The *American Banker* editorially suggested that other banks go and do likewise, but more importantly, this ad opened savings accounts because it took the time, or copy length, to do the complete and comprehensive job of reasoning with the reader.

**Otto N. Whittaker Jr.,**  
Vice-President, Houck & Co., Roanoke, Va.

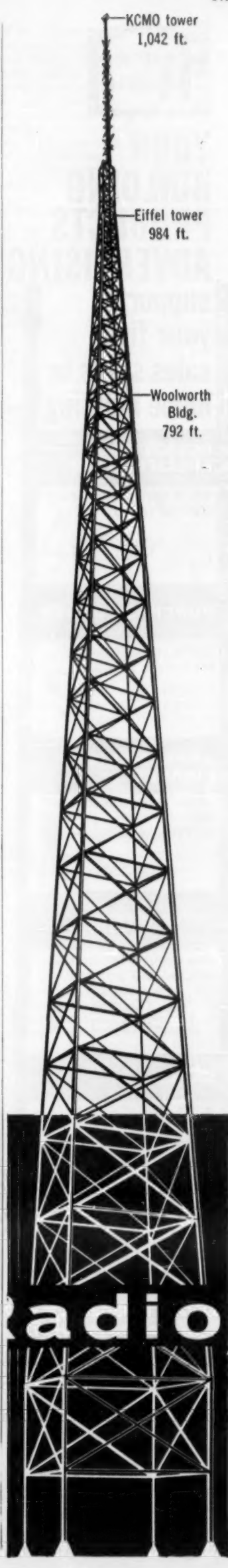
**Some Luncheons Could Do With an Elevator or Two**

To the Editor: I enjoyed your article, "Versatile Adman... Francis W. Hatch," very much, but the following sentence from it gives me pause:

"He'll jot down notes and words on the backs of envelopes as he rides in a car, stretches full-length in his office chair, or waits for the elevator to hurry off as guest speaker at some luncheon."

Tell me, Mr. Editor, do they really have elevators as guest speakers in Boston?

**Garwood R. Ottinger,**  
Plainfield, N. J.



**fit type**  
IN SECONDS!

Tens of thousands of artists, ad men, printers, editors and students have discovered the Haberule Visual Copy-Caster to be the simplest, fastest, most accurate copy-fitting tool ever devised. At art supply stores or order direct... only \$7.50

**HABERULE**  
BOX AA-245 • WILTON • CONN.

In Paris... it's the Eiffel tower... in Kansas City it's KCMO's "Eye-full" tower

**TALLEST SELF-SUPPORTED TOWER IN THE WORLD**  
LOCATED AT BROADCASTING HOUSE, KANSAS CITY

**KCMO-TV and KCMO Radio**

KCMO-TV Channel 5—maximum power from the world's tallest self-supported tower—1042 feet above ground for greater coverage.

KCMO Radio 810 Kc. with a 50,000 watt signal—makes it Mid-America's most powerful station.

A community leader in programming, public services and award-winning radio news reporting.

represented nationally by The Katz Agency

Kansas City's ONLY complete broadcasting service — Radio — Television — and FM.  
One of Meredith's All Family Stations

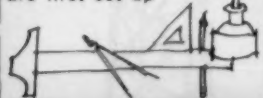
Affiliated with Better Homes & Gardens and Successful Farming Magazines



**YOUR BUILDING PRODUCTS ADVERTISING supports your five sales steps in home building**

**DESIGN AND SPECIFICATION**

where your product sales are first set up



**PURCHASE ORDER**

where your products are bought



**APPRAISAL AND FINANCE**

where your products are evaluated for inclusion in mortgages



**DISTRIBUTION**

where your products are supplied and promoted



**SALES**

where your product's brand name is displayed to the final consumer



HOUSE & HOME is the only magazine through which your advertising can reach the men in charge of all these phases of product decision. In HOUSE & HOME alone your advertising is read by the architects of as many houses as read any architectural magazine, the builders of as many houses as read any builder magazine, more mortgage lenders than read any mortgage finance magazine, more distributors than read any dealer magazine, more realty men than read any realty magazine.



home building's only industry magazine  
8 Rockefeller Plaza, New York 20, N. Y.

**Thorexin Ads Don't Undermine Trust in Medics, Gillette Says**

HARRISBURG, PA., Aug. 19—The Pennsylvania Pharmaceutical Assn. and the Pennsylvania Medical Society of the State of Pennsylvania have both protested as "misleading" the advertising of Thorexin cough syrup by Gillette Laboratories, Chicago, a unit of Gillette Co., which also includes Gillette razors and Toni products. Samuel C. Price, acting secretary of the druggists' group, wrote Gillette that pharmacists object to the company's claim that "prescriptions or syrups with narcotics depress the cough center, but sometimes leave harmful side effects."

Mr. Price declared: "We believe that such advertising undermines the public's confidence in the value of professional health services and prescription medication."

Allen W. Cowley, chairman of the board of trustees of the state medical society, wrote Gillette's sales manager, Chester C. McNutt, that the physicians "concur with the feelings of the Pennsylvania Pharmaceutical Assn." in the matter.

A reply to the protests, by J. W. Dickinson Jr., of Gillette Laboratories, said in effect that Gillette is sorry the professional people feel this way about its advertising but that everything had been cleared by the Food & Drug Administration.

"Thorexin," Mr. Dickinson explained, "employs a drug (dextromethorphan hydrobromide) whose anti-tussive action is comparable to codeine and other narcotics but is not accompanied by central nervous system nor gastrointestinal side effects which sometimes accompany narcotics."

He said Gillette does not believe its advertising is misleading, "nor do we feel that it should undermine public confidence in professional medicine and pharmacy, since it is well known that potentially dangerous drugs are prescribed for specific indications and for use under the direction of the physician."

**Seymour Smith Adds Four, Including 3 Ex-Advertisers**

Marvin J. Rothenberg, formerly senior associate with the research department of National Broadcasting Co., has been appointed associate director of Seymour Smith Associates, New York research company organized by Seymour Smith, former partner in Advertest Research now dissolved (AA, Aug. 11).

Mr. Smith also announced that Milton Gerard, Laura Shifman and Floyd H. White have all joined his company as project director, field director and coding and tabulating supervisor, respectively. All three were formerly with Advertest in the same positions.

**Black Joins Bowes Agency**

Nelms H. Black, for the past three years senior account manager with Charles Bowes Advertising, Los Angeles, has joined Stebbins & Cochran, Los Angeles, as head of the agency's industrial division. He will operate with Burt Cochran in a marketing communications program.

**Gillham Gets GE Regional**

Gillham Advertising Agency, Salt Lake City, has been appointed to handle a new, stepped-up regional advertising program for General Electric Co. The campaign will include cooperative efforts of about 250 dealers in the area.

NOW MILLIONS MORE WOMEN CAN ENJOY THE BLESSINGS OF A COMBINATION WASHER-DRYER!



COLOR AND B&W—Philco will launch its promotion for its new Automagic washer in six magazines in October with the full-color ad on the right. The Philco Duomatic washer-dryer will be given play in follow-up ads in b&w like the one on the left. Batten, Barton, Durstine & Osborn is the agency.



**Philco Trebles Budget to Push Washer-Dryers**

**Skinner Says He Sees Laundry Machine Sales Equaling TV Set Volume**

PHILADELPHIA, Aug. 19—Philco Corp. is trebling its advertising and promotion budget to promote its new automatic laundry and Duomatic washer-dryer lines.

While exact figures to be expended were not made known, a good portion of the national budget will be expended early in October in an intensive effort to initiate immediate sales of the new lines.

The division's main promotional effort will hinge around four-color pages in six consumer magazines in October, supplemented by three 1,600-line ads in newspapers in each of 110 major markets where the line has wide distribution.

This will then be supported by both national and regional tv spot schedules and by cooperative radio spots and newspaper space in virtually every market.

The magazines scheduled now include *Better Homes & Gardens*, *Ladies' Home Journal*, *Life*, *McCall's*, *Parents' Magazine* and *The Saturday Evening Post*. Network tv participation shows on which spots will be taken have not been selected yet.

Tying-in with the ad campaign will be a promotion which will offer special demonstration kits, valued at \$75, to be placed in the hands of every distributor and dealer in the country. These include commemorative souvenirs, such as cutlery sets, towels and throw rugs for demonstration purposes, and window streamers and posters.

In addition, Philco will place hang tags on all washers and dryers to help promote the new Predicta tv receivers. The laundry division also is planning to place some 3,000 Automagic home laundry demonstration centers in stores.

The national consumer ads will stress the new low prices on the Duomatic line of washer-dryers, and the compact size of the new numbers.

James M. Skinner, president, told the laundry distributor sales convention here that he expects the company's laundry sales eventually to rival its tv set volume.

He said that despite rumors to the contrary, Philco plans to remain in the appliance business and build it up over the years. He said

Philco spent almost \$5,000,000 in preparing its new "breakthrough" home laundry line.

He said the company now plans to bid for a much greater share of the market.

The campaign is being handled by Batten, Barton, Durstine & Osborn, New York. #

**'Life's' Year-End Issue to Cover Performing Arts**

The performing arts in the U. S. will be the subject of *Life's* 1958 year-end special issue. Appearing Dec. 17, the 175-page "two issues in one" will be on sale for the two-week holiday period. The issue will view the U. S. entertainment scene from county fairs to big town show business, pointing out that entertainment is one of the largest industries in the U. S.

The issue will be *Life's* fourth annual year-end special. Subjects for previous issues were Christianity, the U. S. Woman, and Americans Abroad. Circulation for the 1957 issue was 6,165,546, with 45 pages of advertising and \$1,596,322 in ad revenue.

**Mutual Names Three**

Mutual Broadcasting System, New York, has named Joseph F. Keating program director, James F. Simons director of midwestern operations and Robert A. Loeber an account executive in the midwestern division. Mr. Keating, formerly executive producer and special events director of the network, succeeds Harold Wagner, who resigned. Mr. Simons, previously with the Chicago office of John Blair & Co., succeeds Robert Jones, who resigned some time ago to become head of the Denver division of the Intermountain Network. Mr. Loeber previously was an ABC Radio sales representative.

**Six Sponsors Buy 'Colonel'**

Six advertisers ranging from public utilities to grocery store chains and breweries have purchased sponsorship of "Colonel Flack," a CBS Television Film Sales, New York, syndicated comedy series. Sponsors for the series are Dayton Power & Light Co. (Hugo Wagenseil & Associates Co.) for Dayton; Bell Bakeries (Caples Co.) for regional showings in Florida; Loblaw Inc. supermarkets (Ad Busch Inc.) for Buffalo; Laclede Gas Co. (D'Arcy Advertising Co.) for St. Louis; Kroger Co. (Campbell-Ewald Co.) for Pittsburgh and Steubenville; Hudepohl Brewing Co. (Stockton, West, Burkhardt) for Cincinnati.

**Bandi to Topics Publishing**

John M. Bandi, formerly division sales manager of Emerson Drug Co., has joined Topics Publishing Co., Cleveland, as merchandising counselor.

**Radio-TV Setup at Gardner Advertising Is Reorganized**

St. Louis, Aug. 19—Reorganization of the tv-radio department of Gardner Advertising Co. to coordinate programming and commercial functions was announced last week by Charles E. Claggett, president.

Beatrice Adams, vp, now tv-radio creative director, will be in charge of special tv-radio projects, including experimental work and special assignments for all Gardner accounts.

Dean Pennington, vp, will be director of the tv-radio commercial department. Ralph Pasek will be assistant director of the department, as well as commercial production manager. Fred Czufin and Trent Eberts have been named visual directors in the department.

Roland Martini, executive tv-radio director and head of Gardner's New York office, continues in charge of all agency programming and will handle network buying, negotiations and program direction. Handling West Coast arrangements for network programming under Mr. Martini is Alfred Chance, who will continue to head up the Gardner Hollywood office.

John Gunter, formerly a member of the Monsanto corporate account group, has been appointed St. Louis program director and business manager of the tv-radio department, and James Fasholz, who has been a member of the Busch Bavarian beer account group, has been named assistant St. Louis program director. Mr. Claggett said they would be responsible for the screening and handling of local and regional programs, under the direction of Mr. Martini. #

**Frito Buys Num Num**

Frito Co., Dallas, has bought the Num Num Potato Chip Co., Cleveland. The purchase price was not disclosed. The Num Num company operates in Ohio, Pennsylvania and western New York and had sales last year of more than \$3,500,000, according to Frito. Num Num will continue to be operated as a separate corporation and no organization changes are contemplated, according to Frito.

**In the leadership spotlight**



**Top-drawer advertisers are buying WGN**

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

**WGN-RADIO**  
CHICAGO, ILLINOIS

## Westinghouse Boosts Fall Budget for TV Sets, Hi-Fi Record Players 65%

METUCHEN, N. J., Aug. 21—The radio-tv division of Westinghouse Electric Corp. has stepped up its fall budget 65% over last fall for a campaign built around entertainment to sell entertainment products to the home.

The campaign has been planned strictly from the dealer on up. Object No. 1 is to get customers into the store, so the main emphasis is on store traffic builders either in the form of store premiums featuring national celebrities or store events featuring local celebrities.

These local promotions will be advertised intensively through local newspapers and spot radio with a national umbrella of three network tv shows: "Studio One" and "Desilu Playhouse" (both CBS-TV) and "Shirley Temple Film Festival" in 63 markets.

There are three main store promotions: (1) a 12" LP recording of Benny Goodman's recent concerts at Brussels, available only at Westinghouse dealers, and advertised as a \$5 value, for \$1.29; (2) a portfolio of 16" x 14" prints (pen and ink drawings of jazz musicians by David Stone Martin) offered for 49¢; and (3) "Salute to Music" promotions in which a department store and Westinghouse jointly sponsor a series of local music events in the store auditorium.

It all starts on "Studio One" Aug. 25 when the company announces the Goodman record with one-minute film spots of Benny in Brussels. Aug. 25 is also the beginning of Benny Goodman Week, which will be observed by disc jockeys across the country.

Sept. 7 the company will start promoting the record in full and fractional-page ads in 81 newspapers in 70 markets. The ads picture Goodman with clarinet as well as the album. The headline says: "Collector's item All-new 12" LP album. Only at Westinghouse dealers. \$5 value, \$1.29."

Sept. 8 the division will sponsor a jazz spectacular on "Studio One," the first time that the program has not been a dramatic show. On hand to entertain and to endorse the entire tv-radio division line will be Goodman and his jazz quartet, Johnny Greene and the 50-man Hollywood Bowl orchestra, Andre Previn, and other Hollywood stars.

All ads have dealer listings, and dealers are well supplied with tie-in material: Day-Glo clarinets, vertical posters, horizontal posters, ad blow-ups, ad mats, etc.

The original pressing order for the record was 50,000, but so far 163,000 records have been ordered by dealers. Westinghouse believes 500,000 may be sold before the offer ends four months from now. To prolong interest in the recording, the company may bring it out on stereo later on.

To further project Westinghouse into the world of music, the division is setting up a "Salute to Music" promotion in 12 cities which are noted as music centers.

These "Salutes to Music" will be followed in each of the 12 cities by two campaigns. One will promote the idea of listening to the local symphony orchestra on Westinghouse Stereo-Fidelity.

The second follow-up campaign offers the aforementioned portfolio of David Stone Martin prints of jazz musicians for 49¢.

For its tv sets, Westinghouse has a completely separate campaign lined up. Here, two themes

will be used: "Westinghouse protects kids and tv from each other," and "There's a special Westinghouse tv set for that special family of yours."

Newspaper ads and tv commercials ("Studio One" and "Desilu Playhouse") from Sept. 14 to Dec. 15 will picture a typical family of kids watching Westinghouse "kidproof tv."

Westinghouse tv and high fidelity instruments will also be promoted from October to Dec. 14 in 63 markets via newspaper ads and commercials on the "Shirley Temple Film Festival." The commercials will be 50-second product pitches, followed by 50-minute dealer mentions.

Grey Advertising, New York, is the agency. #

## New Pabst Chief Calls in Blatz's Rosenak, Bunino

### Five or Six Pabstmen Out as Windham Starts Revamp of Pabst-Blatz

CHICAGO, Aug. 21—At least five or six advertising and marketing people at Pabst Brewing Co. have been given walking papers concurrent with the arrival at the Pabst marketing helm of two more top brass from Blatz Brewing Co., which Pabst purchased June 30.

Theodore Rosenak, the Blatz ad manager, and Rocco Bunino, sales vp for Blatz, "have been in and out of here all week long for conferences" with James C. Windham, ex-Blatz president and now Pabst president, and top Pabst ad people, according to a Pabst spokesman.

But the spokesman denied the widely circulated rumor that Mr. Rosenak has already been appointed vp of advertising and marketing for Pabst. Such action, he said, could only be taken by the Pabst board at its next meeting Aug. 28.

Maurice Atkinson, the Pabst merchandising manager, and "four or five people in lesser posts," the spokesman said, have been dropped, but Richard Hehman and Barny Brienza, Pabst's marketing director and ad manager respectively, remain.

Other questions—such as other personnel changes, the possible combining of Pabst and Blatz marketing operations, the agency lineup and the shape of the eventual Pabst marketing lineup—are still unresolved and won't in any case be decided on until the board meets, he said. Norman, Craig & Kummel handles Pabst's beers; Kenyon & Eckhardt handles Blatz.

The possibility that Messrs. Rosenak and Bunino and perhaps other Blatz people would follow their former president into the Pabst hierarchy has been considered strong since Pabst named Mr. Windham president at the time of purchase (AA, Aug. 4). #

### Roosevelt to Larrabee

Roosevelt Automobile Co., Washington, headed by Franklin D. Roosevelt Jr., has named Larrabee Associates, Washington, to handle advertising and public relations for the Italian Fiat auto program in 10 southeastern states and the District of Columbia.



Look Ma... I'm tuning!  
First from WESTINGHOUSE TV... a set with 7 special features for families with little kids

KIDPROOF—Westinghouse will run newspaper ads like these throughout the fall to show that "Westinghouse protects kids and tv from each other."

## FTC Weighs Fictitious Price 'Guides'

(For other FTC news, see stories on Pages 1 and 2.)

WASHINGTON, Aug. 20—The Federal Trade Commission today announced that it is considering the adoption of "guides" on fictitious pricing of merchandise. And the commission used the occasion to make an indirect answer to the critical reports recently issued by a House subcommittee under the chairmanship of Rep. John Blatnik (D., Minn.).

The commission said phony price claims are the most serious deceptive practice faced by FTC in recent years. Harry A. Babcock, FTC's executive director, commented that the decision to try an industry-wide approach to the fictitious pricing problem is in line with the commission's policy "of giving priority to problems of greatest importance."

FTC's announcement that the deceptive practices guides are under consideration noted parenthetically that Chairman John Gwynne had testified before the Blatnik committee recently that "to make the most effective use of our limited money and manpower, we must select our cases carefully, in order to provide the public with the greatest protection in matters of health, safety and economic morality."

The quote from the FTC chairman's Blatnik committee testimony continued: "Such judgment must distinguish between vital threats and mere irritants, and must balance the degree of effort warranted to correct any particular evil against a lessening of effort in tackling other problems."

"We are not indifferent to deception in the sale of any product in commerce, but we have always believed it our duty to concentrate on those problems impressed with the greatest public interest," the quote recalled. #

## Tentative Outdoor Rules Allow Some Brand Advertising

(Continued from Page 1)

torists who pull off the road. On the other hand it left the way open for brand name advertising, at least for products for sale at places concerned with lodging, eating, and vehicle service and repairs.

As Secretary Weeks had indicated, where no information site is available, advertisers would be able to arrange for individual signs within the 660' "protected area" along the interstate highway. However, the rules include stringent construction standards, including a 60 sq. ft. limit on area and a ban on distracting lighting and animated or moving parts.

Under a timetable informally adopted at the Commerce Department, the rules would be officially released Aug. 29, with at least 30 days for public reaction before a final version is adopted. However, authoritative sources cautioned ADVERTISING AGE today that the version currently being circulated may be changed—probably tightened—before it is published for public comment. In all, the rules provide for four classes of signs which will be allowed in the "protected area" within 660' of the right of way. Class 1 consists only of official signs.

Class 2 is limited to "on premises" signs—signs advertising the sale of the premises on which they stand, or promoting activities actually conducted on these premises. Class 3 covers businesses located within 12 miles of the highway. Class 4 is defined as "signs in the specific interest of the traveling public."

In accordance with the specific provisions of the billboard control law passed by Congress last spring, any business located within 12 miles of the highway is assured the right to advertise.

In defining "signs in the specific interest of the traveling public" however, the rules confine Class 4 to public places operated by federal, state and local governments, scenic areas, natural phenomena, historic sites, and "places for lodging, eating and vehicle service and repair."

In its rules for Class 3 signs—businesses located within 12 air miles of the road, the regulation carries out the policy of discouraging brand name and trademark advertising which had been described by Secretary Weeks last week. On these Class 3 signs, it says, name and location must be displayed "more conspicuously" than trade or brand name, trademark or distinctive symbol.

But for the places concerned with lodging, eating, and auto service and repair, which qualify as Class 4, the rules circulated this week contained no reference with regard to "conspicuous" display of trademarks or brand names. Instead they said, "A trade or brand name, trademark, distinctive symbol, or other similar thing is not deemed to be information in the specific interest of the traveling public and may not be permitted under this class unless it identifies or characterizes such a place or identifies vehicle service, parts, accessories, fuels, oils or lubricants being offered for sale at such a place."

Asked if anything in this rule was designed to control brand name advertising on signs by Class 4 activities, a competent authority said the rules now being circulated

would not restrict brand name displays on Class 4 signs, or confine Class 4 status to business located within any particular distance from a highway. However, he said ADVERTISING AGE should be exceedingly cautious in elaborating on this point because it was highly possible changes might be made on the basis of congressional comment which the department is receiving.

When adopted, the rules are to become the basis of a network of billboard control agreements between the federal government and individual states. While many of the most highly traveled portions of the interstate highway system will be exempted from the billboard control, officials say about 7% of the trunk roads could come under the billboard rules if all states go along.

Under the rules, states are to be encouraged to set up information sites at intervals along the highways.

Among the specifications for signs at the information sites are these:

1. No sign may be permitted where it is not placed upon a panel.

2. No panel may be permitted to exceed 13' in height or 25' in length, including border and trim, but excluding supports.

3. No sign may be permitted to exceed 12 sq. ft. in area and nothing in such sign may be permitted to be legible from any place on the main traveled way or a turning roadway.

4. No more than one sign concerning a single activity or place may be permitted within one information site.

5. No sign may be permitted which moves or has any animated or moving parts.

6. Illumination of panels by other than white light may not be permitted, and no sign placed on any panel may be permitted to contain, include or be illuminated by any other light.

If no information site is available within 12 miles, a Class 3 business may try to obtain an individual sign. Also, similar signs are permitted for Class 4 firms if there is no information site available within 30 miles of an interchange providing access to their location.

No individual signs are to be allowed within two miles of an interchange and no more than six in the area two to five miles from the interchange. Beyond five miles they may not exceed an average of one to a mile, and in no event may two signs be less than 1,000' apart.

These individual signs may not have a surface, exclusive of trim and supports, more than 10' high or more than 60 sq. ft. in area, the draft said.

Other general restrictions include these:

1. No sign may be permitted which attempts or appears to attempt to direct movement of traffic, or which resembles official signs.

2. No sign will be allowed which obstructs the driver's view of an official sign.

3. No sign may contain, include or be illuminated by moving or flashing lights.

4. Lighting must be shielded to prevent beams of light from being directed at the highway, or cause glare.

5. No moving or animated parts.

6. No sign may be permitted to be erected or maintained upon trees or painted or drawn upon rocks or other natural features. #

## THE ADVERTISING MARKET PLACE

Rates: \$1.25 per line, minimum charge \$5.00. Cash with order. Figure all cap lines (maximum—two) 35 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marston Ave., Los Angeles, 8. Advertiser 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of \$17.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR  
6 MONTHS ENDING JUNE 30, 1958 **41,961**

### HELP WANTED

**LAYOUT ARTIST**  
Experienced artist with proven ability to lay out sales brochures and promotion materials wanted for art department of large electronics corporation's advertising staff. Some preference will be given midwestern applicants. Send samples, resume and letter to Jack Miller, Art Director, Collins, Radio Company, Cedar Rapids, Iowa.

### MOLENE

Editors.....Public Relations  
Copywriters.....Adv. Managers  
Artists.....Media.....Production Service  
"All in glist, which comes to our mill"  
Anderson 5-4224, 105 W. Adams St., Chgo 3

### AGENCY RESEARCH HEAD

Fast growing Southeastern agency needs down to earth man to head new department. Provide sound media research facts to media department. Basic research for client and prospect plans. Also supervise outside sources on consumer research. Profit sharing and other benefits. If you're an assistant who's ready to step up or an experienced top man looking for more latitude, write, including salary and other pertinent information, to:

President  
Henderson Advertising Agency, Inc.  
P. O. Box 1790  
Greenville, South Carolina

### ASSISTANT TO PUBLISHER

Must have production experience, some knowledge of promotion. For appointment call Mr. Hall, HA 7-1983, Chicago.

### PUBLIC RELATIONS MAN

A rapidly growing, vital company in a new consumer goods industry offers an outstanding opportunity for an experienced public relations man. Job requires a self-starter with strong contacts in a variety of fields and experience in working with celebrities. His background may be either with a manufacturer or with a PR agency. Salary open. Bonus plan and usual company benefits. Send complete resume and salary requirements. Replies confidential.

Box 1761, ADVERTISING AGE  
480 Lexington Ave., New York 17, N. Y.

### EDITORIAL OPPORTUNITIES

Leading Chicago business paper publisher has three growth opportunities on its editorial staff.

- (1) Editorial, writing, promotion, public relation background in food.
- (2) Editorial, creative writing, promotional experience in furnishing and/or building field.
- (3) General business paper editing experience, preferably in mechanical, building trades field.

AGE UNDER 35, SEND COMPLETE RESUME IN CONFIDENCE. BOX 221, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

### HELP WANTED

**ADVERTISING & PUBLISHING FOR ALL TYPES OF PLACEMENTS**  
GEORGE WILLIAMS—PLACEMENTS  
200 So. State St. HA 7-1991 Chicago

**ADVERTISING AGENCY SERVICEMAN**  
Leading Graphic Arts supplier requires Serviceman with experience dealing with Advertising Agency Production Men - Replies in Confidence.

Box 1778, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

### CREATIVE SALESMEN

Strong on merchandising To sell sales promotion and sales training services for creative merchandising group. Top art, copy, POP and film talent on staff to help you sell. Send brief summary. Replies confidential.

Box 1762, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

**LIFE INSURANCE ADVERTISING**  
Man with life insurance advertising experience wanted at mid-Atlantic seaboard headquarters of large company. Copy writing and layout experience required. Excellent opportunity for ambitious man. Send resume, including salary requirements, to:

Box 1763, ADVERTISING AGE  
480 Lexington Ave., New York 17, N. Y.

**EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE Publishers Employment**  
469 E. Ohio St., Chicago, Su 7-2255

**WIDE OPEN OPPORTUNITY**  
For representative with AE experience, preferably industrials, to open accounts for new fast growing electronic business list firm. Salary & commission. Write fully to:

Box 1764, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

**MAGAZINE SALES PROMOTION MAN.**  
Some experience desirable, not necessary. Selection to be made on basis of talents, aptitude for job. Position holds great potential. Salary: \$6,500. Contact:

Box 1765, ADVERTISING AGE  
480 Lexington Ave., New York 17, N. Y.

**GRAPHIC ARTS SALESMAN**  
A qualified man familiar with either Engravings, Typography or Electrotypes to sell for leading Advertising Agency Supplier. Excellent opportunity replies in strict confidence.

Box 1777, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

**Overhead Headaches?**  
**N.Y. RADIO-TV OFFICE**

**Acts Twice as Fast**  
Complete staff and know-how to supervise or produce your clients' Radio-TV schedules. Live, film or tape. Especially profitable for out-of-town agency—without the usual overhead headaches.  
Box 1766, ADVERTISING AGE  
480 Lexington Ave., New York 17, N. Y.

### POSITIONS WANTED

**ACCOUNT EXECUTIVE**  
9 years experience, over 5 with agency as AE on farm and industrial accounts. Strong creative ability plus knowledge of marketing, research and merchandising. Age 35, married, will relocate anywhere. Resume sent immediately to all replies.  
Box 1750, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

### WORK NEEDED

By man who likes it.  
c-w, photo, PR, AM, Agcy Exp.  
No martini or Madison Ave.  
Married, 33, College Degree  
Farm B.G., Resume on request  
Box 1770, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

**ACCT. EXEC. - BRAND MGR.**  
Young, Aggressive, Ambitious Wharton Grad.—Strong 4A Agency Exp. Seeks Consumer Food or Drug Challenge in NYC.  
Box 1771, ADVERTISING AGE  
480 Lexington Ave., New York 17, N. Y.

**CREATIVE LAYOUT ARTIST**  
5 years experience in all phases of layout. Desires challenging job with future.  
Age 29—Married.

Box 1769, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

### INDUS. ADV. MGR.

8 yrs. exp. Electronics, Electrical, Wire & Cable, Metal Planning, budgeting, research, tech. prom. writing & layouts. Will relocate. BS, Married, 31.  
Box 1767, ADVERTISING AGE  
480 Lexington Ave., New York 17, N. Y.

**ART DIRECTOR-LAYOUT ARTIST**  
Creative man for medium-sized agency. Available now. Salary \$10,000.

Box 1766, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

**Young Man Desires Prefreading Opportunity in Middle West, 23 Years Old, College Graduate, English Major. Call Collect, CI 5-5531 or write J. Kent Booth, Box 459, College Camp, Williams Bay, Wisconsin.**

**COPY-IDEA PRO**  
10 years top consumer agency & company experience. Complete campaigns; foods, non-foods. Prolific; age 35; \$12,000.  
Box 1774, ADVERTISING AGE  
480 Lexington Ave., New York 17, N. Y.

**The Ubiquitous Nacos Margarine Advertiser** has available time in Los Angeles to associate with firm seeking public relations, advertising & promotion contact. Former ad mgr. Lever Bros., Imperial Tobacco. Poised, polished & personable Britisher. Seymour Green, 965 1/2 N. Doehy Dr., L.A. 46, HO 3-4811.

**ADVERTISING SPACE SALESMAN 15 YEARS EXPERIENCE**  
Selling industrial advertising, wishes to represent consumer or trade publication in Los Angeles or San Francisco areas, excellent record, references.  
Box 27 R 150, ADVERTISING AGE  
4041 Marston Ave., Los Angeles 8, Calif.

**VALUABLE TO YOU ALONE!**  
If you are seeking an alert, aggressive young man (38) with 13 progressive years of food and electrical appliance-hard-goods experience on both agency and manufacturers side of the business, I can be of value to you. My strength lies in my ability to analyze marketing and distribution problems and to create advertising and merchandising programs to overcome these problems. Currently AE with top 4-A agency.  
Box 1768, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

**ATTENTION MANUFACTURERS AND PUBLISHERS**  
Creative layout artist now employed, seeks position as asst. art dir. or asst. adv. mgr. Experience includes brochures, broadsides, catalogs, pt. of purchase displays, ads, self-mailers, promotional pieces and trade publications. Familiar with art preparation and typography. Can coordinate and build art dept. Family man, age 30—will relocate. Samples. For resume, write to:

Box 1772, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

**I DON'T WANT JUST A JOB!!!**  
... I want "Position" as a Promotion Executive.  
Heavy Radio-TV experience at 33 ranging from Local to National Sales Development, Advertising, Promotion, Marketing, Merchandising and Exploitation in Network Radio, Local & Network TV, Syndication and Ad Agency business.  
Currently in NYC, but willing to make move for long range opportunity.  
Excellent references. For details contact  
Box 1773, ADVERTISING AGE  
480 Lexington Ave., New York 17, N. Y.

**MAJOR BUSINESS MAGAZINE CAREER OPPORTUNITY**  
We are one of the larger, better known publishers of business magazines—New York headquarters. We have an opportunity for a man with automotive & TBA agency, industry or magazine experience to step into a key executive spot on one of our trade publications. Salary range in 5 figures. Reply in full confidence to:  
**BOX 217**  
**ADVERTISING AGE**  
480 Lexington Ave., New York 17, N. Y.

**CAN YOU MAKE CRISP LAYOUTS?**  
We're looking for a layout artist who can carry lettering and illustration to the comp stage. This is an exciting opportunity to work on top accounts, doing creative dream stuff. Tell us your experience, salary, etc.  
Box 219, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

### REPRESENTATIVES WANTED

Representative to sell advertising in mid-west for recognized ABC technical publication. Extensive travel, but must locate Chicago. Salary, expenses, and bonus.

Box 1752, ADVERTISING AGE  
480 Lexington Ave., New York 17, N. Y.  
We make color postcards or catalog sheets from your Kodachrome or type "C" prints. Samples available. Representatives wanted. Skokis Colorgraph, Morton Grove, Ill. OR. 4-7400

### SPACE SALESMAN

Some experience outside selling advertising medium or supplies to sell exhibition space. Fine opportunity for ambitious junior with contact ability. Salary plus commission.  
Box 1775, ADVERTISING AGE  
480 Lexington Ave., New York 17, N. Y.

### REPRESENTATIVES AVAILABLE

**WELL ESTABLISHED REP. BASED**  
N.Y.C. wishes to represent trade pub. or sports athletic or sports equip. pub. comm. basis. excellent record, top contacts, college, mature thinker, send recent issue.

Box 1646, ADVERTISING AGE  
480 Lexington Ave., New York 17, N. Y.

### BUSINESS OPPORTUNITIES

### GHANA

Advertise in the newspaper with an Independent Outlook.

### THE GHANA DAILY MAIL

Ask for our Overseas Press Annual. \$2.220 pages.

**REPRESENTATIVES:**  
Publishing & Distributing Co., Ltd., 171, Regent Street, London W.1.

**WANTED—Buyer** with advertising know-how for offset weekly newspaper exclusive in area size of Delaware in Western Colorado. Good shop help. Excellent climate, fine hunting, fishing skiing. \$12,000 down.  
Box 1702, ADVERTISING AGE  
200 E. Illinois St., Chicago 11, Illinois

**PIVOT PLOT** ready to film. 5x3% new producing corp., long talent, scripta options; 5x\$1000. Interviews only, principals only. Hushar Productions, Inc. 31 W 65, NYC 25

### ADVERTISING AGENCIES

Interested in South America's richest market? Reputable agency based in Caracas, Venezuela, with \$3,000,000 billings, operated by American management offers advertising and PR services to U.S. agencies. Address correspondence to Reynolds-Naah Publicidad, Apartado 2797, Caracas, Venezuela.

### FLORIDA-SOUTHEAST SPACE REPRESENTATIVE

Looking for top notch industrial or consumer papers to represent. 18 years successful, verified, sales record. JACK STONHOUSE, 4638 Bayshore Rd., Sarasota, Fla.

### ACCOUNT SALESMAN

Here's a spot with unlimited opportunity for a man with creative advertising and marketing ideas and proven sales ability at executive level. Chicago area. Salary open. Box 218, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

AE, pkg. foods, major agency.	\$15-\$20M
MKTG. EXEC., agency. Consumer. Agency and sales backgrounds.	\$15M
PR, adv. agency. Writing, placement. TV-radio help. Chicago man.	\$10-\$11M
COPY, food, Print, radio-TV. ASST. to ADV. MGR., big co. Food experience.	\$10M

**GLADER CORPORATION**  
Don Harris, Dir. Adv. Div.  
110 S. Dearborn CE 6-5353 Chicago

### Six reasons why the COPYWRITER we need should grab this opportunity

1. We are one of the agencies that still believe (as he does) that it takes a real creative spark to ignite a successful campaign and a successful sale.
2. We believe (as he does) that the right idea, the right phrase, the right word, are worth all the sweat it takes to get them.
3. Our accounts are consumer (national and regional), widely varied, offer a challenge to his TV and radio, as well as print talents.
4. He'll work directly under one of the owners of a solid 4-A agency with one of the top creative reputations in the country. No obstructions in way of quickly becoming copy chief.
5. The location is several hundred miles away from weary, wife-morning commuting problems—in Southern Ohio.
6. The starting salary pushes over into five figures, but how far depends on past earnings, experience and demonstrated ability. Profit-sharing plan. Pleasant, air-conditioned offices.

This obviously is a job for a pro, not a beginner—for a real creative talent, not a routine writer. Interested? Honestly seem to qualify? Write fully, giving educational and work history in detail; also present and expected salary. Include snapshot, expendable samples—but none, yet, that need be returned.  
Box 220, ADVERTISING AGE  
200 E. Illinois Street, Chicago 11, Ill.

### YOUNG ADVERTISING EXECUTIVE

Opportunity for man with all-around agency experience. Immediate duties account service and new business with management future. AAAA agency, East-Central location.  
Box 212, Advertising Age  
200 E. Illinois St., Chicago 11, Illinois

### ADVERTISING ACCOUNT EXECUTIVE

Need well qualified man with previous agency experience as account executive, preferably in industrials. Between 30-40. Must be able to demonstrate strong creative leadership. This is an above average opportunity with a fast growing agency. Please submit resume outlining experience. Our men know of this ad. Box 211, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

### PUBLICATIONS

### OUT OF THE WEST COAST

Bulletin, professional, hobby and special interest publications—both national and regional—published in California, Washington and Oregon may join in this special display-classified section the last week of each month by writing AA's Western classified representatives.  
Classified Departments, Inc.  
(Bill Bowen), 4041 Marston Ave., Los Angeles 8, Calif. A-Kmstrel 7-0287

### More than 13,000 Engineers

In the Los Angeles area subscribe to, and read, the **Engineer of Southern California**  
626 N. Garfield Ave., Alhambra, Calif.  
Usual agency discounts. Need reps.

If your market includes administrative and technical personnel in these labs: Hospital, private clinical, public health, research, commercial—  
**THEN you will want to know more about LAB WORLD**  
"The National Newsmagazine of the Clinical-Scientific Laboratory Field"  
Write for sample copy, rates, etc. to LAB WORLD, 675 S. Lafayette Park Pl., Los Angeles 57, Calif.

### World's No. 1 Sports Car Bi-Weekly

**MOTOR RACING**  
P.O. Box 1127, Culver City, Calif.  
Data, sample copies on request  
Reach Top U.S. Sports Car Market!  
Read by Dealers, Fans, Drivers, etc.

**8,000 DOCTORS READ** the BULLETIN of the LOS ANGELES COUNTY MEDICAL ASSOCIATION twice each month  
**SERVING 8 MILLION PEOPLE** IN GREATER L. A. CO. AREA  
Agency Commission  
1925 Wilshire Blvd., Los Angeles 57, Calif.  
Frank M. Cohen, Adv. Mgr., HUbbard 3-1581

**WESTERN AGRICULTURE is Specialized BIG BUSINESS**  
**LIVESTOCK / DAIRY / CROP PRODUCTION**  
You can sell to each specialized group or to all three through  
**FARM MANAGEMENT WESTERN DAIRY JOURNAL WESTERN LIVESTOCK JOURNAL**  
Write for complete details and current issues to  
**NELSON R. CROW PUBLICATIONS, INC.**  
4811 Produce Plaza Los Angeles 38, Calif

Write for complete details and current issues to  
**NELSON R. CROW PUBLICATIONS, INC.**  
4811 Produce Plaza Los Angeles 38, Calif

Sell the vast West Coast  
**AUTOMOTIVE MARKET**  
through its leading trade paper.  
Advertise where the orders are signed!  
**AUTOMOTIVE DEALER NEWS**  
1700 West 8th St., Los Angeles 17, Calif.  
ALSO: PACIFIC OIL-MOTIVE MAGAZINE

Reach **10,000** Restaurants  
Your only way to get Concentrated Coverage of S. California's Fastest Growing Industry. 2nd Largest Dollar Volume Area in the Country. Buyers-Owners-Managers. Inquiries invited from Agencies-Advertisers-Media Reps.  
**RESTAURANT SERVICE MAGAZINE**  
1357 W. Temple St., Los Angeles 26, Calif.  
Mutual 4953

Another National Leader  
**OUT OF THE WEST**  
**PET SHOP MANAGEMENT**  
Recognized throughout the nation as the quality publication in the pet retail dealer field. Exclusively an independent trade magazine. No danger of breeders and the public ovesdropping on wholesale prices and shop talk.  
Do you want our easy-reference FACT FILE? Sample copy? Rates? Write Irma W. Hall, Publisher, PET SHOP MANAGEMENT, 618 S. Western Ave., Los Angeles 6, Calif. (DUNKirk 7-4423)  
P.S. 1958 edition of comprehensive directory of pet suppliers (\$5.) is now off the press.

We are looking for a . . .

## TOP CREATIVE TV WRITER

to work on fast growing cosmetic products and some equally exciting new ones that are coming along

This writer must be that ideal combination of top creative ability and thorough TV writing-producing experience—a recognized "pro" in this specialized agency field.

Cosmetic experience is highly desirable but not imperative. Creative ability and experience are first considerations. The client believes—and so do we—that creativity is an agency's most important contribution to account growth.

Geoffrey Wade Advertising is an important, growing Chicago agency whose billing puts us among the top agencies in the country. We have liberal, employee bonus and profit-sharing plans plus generous insurance benefits.

If you think you have the qualifications we are looking for . . . if the idea of participating in and contributing to the growth of important accounts excites you, write us giving full details, salary expectations, etc. Don't phone—

A. G. Wade, II  
President

GEOFFREY WADE ADVERTISING  
20 North Wacker Drive, Chicago 6, Ill.



# Jersey Standard Names Ogilvy for 'Extra' Campaign

(Continued from Page 2)  
companies. It currently is the agency for Standard Oil (New Jersey), Esso Standard Oil Co., Humble Oil & Refining, Carter Oil Co. and Standard Oil Co. (Ohio). The accounts are handled variously by McCann's New York, Houston, Chicago and Cleveland offices.

As well, McCann-Erickson handles Enjay Co., and Gilbert & Barker Mfg. Co. (oil burners), both Standard subsidiaries. McCann is also handling Jersey's big Venezuelan subsidiary, Creole Petroleum Corp., which slipped out of the shop a couple of years ago, but returned in 1957.

■ McCann men have a long memory, however, and the circumstances surrounding the loss of Indiana Standard are still fresh in their minds. Standard Oil Co. (Indiana) was a longtime McCann client. First the institutional advertising was pried away, going to BBDO in 1950. One of the bidders for the institutional account was D'Arcy Advertising Co., whose presentation sufficiently impressed the Standard selection board that a couple of years later—in 1954—it awarded the products account—some \$8,000,000—to D'Arcy.

There's considerable precedent in the oil business for separate institutional campaigns and agencies. BBDO has both product and institutional for Standard of California, and institutional for Standard of Indiana. Shell Oil Co.'s public relations advertising is handled by Kenyon & Eckhardt, while Shell product advertising is handled by J. Walter Thompson Co. K&E handles product advertising for Quaker State Oil Refining Corp.

■ The appointment by Standard of the Ogilvy agency was laid simply to the fact that OBM's advertising for other companies had been attractive to Standard, and it was decided to give the

## Nielsen Network TV Two Weeks Ending July 26, 1958

Copyright by A. C. Nielsen Co.  
Nielsen Total Audience\*  
TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,157
2	Have Gun, Will Travel (Whitehall, Lever, CBS)	13,072
3	Ed Sullivan Show (Mercury, Kodak, CBS)	13,029
4	I've Got A Secret (R. J. Reynolds, CBS)	11,567
5	Tales of Wells Fargo (American Tobacco, Buick, NBC)	11,567
6	Top Ten Lucy Shows (General Foods, CBS)	11,266
7	GE Theater (General Electric, CBS)	11,008
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	10,879
9	Buckskin—2nd week (Ford, NBC)	10,879
10	Alfred Hitchcock Presents (Bristol-Myers, CBS)	10,793

### PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.9
2	Have Gun, Will Travel (Whitehall, Lever, CBS)	31.3
3	Ed Sullivan Show (Mercury, Kodak, CBS)	30.9
4	I've Got A Secret (R. J. Reynolds, CBS)	28.6
5	Tales of Wells Fargo (American Tobacco, Buick, NBC)	27.5
6	§Buckskin—1st week (Ford, NBC)	27.3
7	GE Theater (General Electric, CBS)	26.9
8	Top Ten Lucy Shows (General Foods, CBS)	26.8
9	Wyatt Earp (General Mills, Procter & Gamble, ABC)	26.2
10	Alfred Hitchcock Presents (Bristol-Myers, CBS)	26.1

### Nielsen Average Audience\*\* TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	15,953
2	Have Gun, Will Travel (Whitehall, Lever, CBS)	11,954
3	I've Got A Secret (R. J. Reynolds, CBS)	10,793
4	Tales of Wells Fargo (American Tobacco, Buick, NBC)	10,492
5	Top Ten Lucy Shows (General Foods, CBS)	10,105
6	Buckskin—2nd week (Ford, NBC)	9,804
7	GE Theater (General Electric, CBS)	9,761
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	9,761
9	Alfred Hitchcock Presents (Bristol-Myers, CBS)	9,331
10	Ed Sullivan Show (Mercury, Kodak, CBS)	9,288

### PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	38.0
2	Have Gun, Will Travel (Whitehall, Lever, CBS)	28.7
3	I've Got A Secret (R. J. Reynolds, CBS)	25.9
4	Tales of Wells Fargo (American Tobacco, Buick, NBC)	24.9
5	Top Ten Lucy Shows (General Foods, CBS)	24.1
6	GE Theater (General Electric, CBS)	23.8
7	§Buckskin—1st week (Ford, NBC)	23.7
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	23.5
9	Buckskin—2nd week (Ford, NBC)	23.2
10	Alfred Hitchcock Presents (Bristol-Myers, CBS)	22.5

\* Homes reached by all or any part of the program except for homes viewing only one to five minutes.  
\*\* Homes reached during average minute of the program.  
† Percented ratings are based on tv homes within reach of station facilities used by each program.  
§ This rating is based on less-than-normal station facilities or duration because of UN telecast.

## Trendex TV Ratings Aug. 1-7, 1958

Rank	Program	Rating*
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	27.0
2	I've Got A Secret (R. J. Reynolds, CBS)	21.5
3	Alfred Hitchcock Presents (Bristol-Myers, CBS)	21.3
4	I Love Lucy (General Foods, CBS)	20.7
5	What's My Line (Helene Curtis, Florida Citrus Commission, CBS)	19.6
6	Decision (NBC)	18.4
7	The Price Is Right (Speidel, RCA, NBC)	18.4
8	GE Theater (General Electric, CBS)	17.5
9	Tales of Wells Fargo (American Tobacco, Buick, NBC)	16.4
10	Have Gun, Will Travel (Whitehall, Lever, CBS)	16.3

\* Ratings are based on one "live" broadcast during the week of Aug. 1-7, 1958.

agency "an opportunity to suggest something for Jersey Standard."

### INTERNATIONAL PAPER NAMES OGILVY AGENCY

NEW YORK, Aug. 21—International Paper Co. today confirmed the appointment of Ogilvy, Benson & Mather as its new advertising agency. The appointment was previously reported but not confirmed (AA, Aug. 18).

Richard J. Wiechmann, advertising manager, said that OBM will spend the next few months studying the company and preparing the 1959 campaigns. On Jan. 1 it will place all International's advertising. H. B. Humphrey, Alley & Richards has handled the account, except for the Bagpak division,

which has been handled by LaFond & Picard.

As previously reported (AA, Aug. 11, 18), International and its advertising consultant, Samuel A. Harned, screened 15 agencies before selecting OBM. Neither Mr. Wiechmann nor Mr. Harned would release the names of the agencies that were screened. The account bills about \$1,000,000. #

### Anso Appoints Bengston

C. Allan Bengston has been appointed director of advertising and sales promotion of Anso, Binghamton, N.Y. Active in the radio and television fields for the past 10 years, in his new position Mr. Bengston will coordinate all advertising and sales promotion activities.

## Canada Set to Give New Board Radio-TV Rule

(Continued from Page 3)  
will be laid before Parliament annually.

■ The CBC will be required to pay the Receiver General of Canada such part of its working capital as the Minister of Finance determines to be in excess of \$6,000,000, to be applied to CBC indebtedness to the Crown.

The new board will have three fulltime members and 12 parttime members, to be appointed by the government. Each fulltime member will hold office for seven years and each parttime for five years. A chairman and vice-chairman will be named.

The enabling bill still has to be

passed by Parliament. It is expected to be hurried through subsequent second and third readings and Senate approval. Passage is expected within a month.

Under the new regime, CBC will drop its governor, who has been its top official, and will have a president, a vice-president and nine directors—all to be appointed by the government. #

### Monarch Boosts TV Budget

Monarch Wine, Brooklyn, has boosted its spot tv allocation by cutting 15% from the newspaper budget for a three-month push for Manischewitz wine in 60 markets, beginning Oct. 1. Lawrence C. Gumbinner Advertising Agency, New York, handles Monarch.

### 'Travel Digest' Published

Travel Digest, a bi-monthly reprinting travel articles by noted authors, has been published by Muriel E. Richter, New York. Advertising rate is \$600 per b&w page, based on an initial circulation of 100,000.



## STUCK ON THE SAME OLD JOB?

Are you ready for something far more challenging and rewarding?

Then, shoot for the job you really want (spell it out) with a classified ad in The Advertising Market Place.

Your cost is low—your chances amazingly good. For your Ad Age message reaches almost 150,000 advertising, selling and marketing executives in the United States and Canada—the top brass with the authority to say "You're Hired!"

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: \$1.25 per line, minimum charge \$5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of \$17.75 per column inch, and card discounts, size and frequency apply.

I am enclosing \$ \_\_\_\_\_

My Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



THE ADVERTISING MARKET PLACE  
ADVERTISING AGE  
200 E. Illinois St.  
Chicago, Illinois

**BIRCH**  
Personnel Service, Inc.  
The Midwest's outstanding placement service for Adv. Art & allied fields.  
By appointment only  
59 E. MADISON SUITE 1417  
CHICAGO 2, Ill.  
Central 6-5670

Interested in the Advertising Agency Networks?  
Just published International Directory of Members of Advertising Agency Networks tells you where members are, where franchises are open, what to do to join, who to contact for information. Profile Chart of each network included free. By leading authority on agency networks movement. First copy, \$3; additional copies, \$2 each. Postpaid. Send check.  
**W. H. LONG, CONSULTANT**  
5347 N. Santa Monica Milwaukee 17, Wis.

**BACON KNOWS MAGAZINES!**  
We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.  
\* BUSINESS \* FARM \* CONSUMER  
Send for Booklet No. 56 How Business Uses Clippings  
**BACON'S CLIPPING BUREAU**  
141 Jackson Blvd. Chicago 4, Illinois  
WA 6-2878

# Spot TV Sales Gain 9.7% in Quarter: TvB

(Continued from Page 1) creases in rates—up 5% to 10%. An executive of the bureau admitted that 1.8% might be rate increases but contended much of the aggregate boost represented more money in spot tv.

■ Eight advertisers who joined the top 100 spenders for the first time were Blatz Brewing Co., with \$280,700; Canada Dry Co. and bottlers, with \$383,500; Frenchette Co., with \$515,000; Gulf Oil Corp., with \$727,000; Hoffman Beverage

to \$171,200; General Mills, from \$119,200 to \$713,800; Andrew Jergens Co., from \$46,600 to \$965,200; Parker Pen Co., from \$109,600 to \$404,500; Safeway Stores, from \$243,100 to \$336,000; Salada-Shirriff-Horsey, from \$155,900 to \$495,000; Standard Brands, from \$286,700 to \$976,600, and Ward Baking Co., from \$21,000 to \$484,600.

■ In categories, the most substantial spot tv increases were shown by sporting goods, bicycles, toys, up 179%; dental products, up 173%; household laundry products, up 78%, and cleaners, polishes, waxes, up 50%.

On the opposite side of the ledger, there were some companies who put the brakes on their spending, and some who dropped out of the top 100 entirely. Exquisite Form Brassiere went from No. 31, at \$698,500, to No. 78, at \$348,100. Ford Motor Co. dropped this quarter to 89th, at \$301,800. J. A. Folger & Co. went from 25th at \$840,000, to 53rd, at \$461,300. Liggett & Meyers went from 22nd, at \$637,500, to 40th, at \$582,600.

Chesebrough-Pond's, General Motors Corp. and American Chiclé Co. were among those who dropped out entirely. #

## Spot TV Expenditures Second Quarter, 1958

### By Time of Day and Type of Spot Activity

The following table shows the amount of money broken down by the types of spots used and day parts. Source: TvB from N. C. Rorabaugh data.

Day	(000 omitted)	%
Day	\$ 44,539	34.2%
Night	73,186	56.1
Late Night	12,628	9.7
Total	\$130,353	100.0%
Announcements*	\$ 94,129	72.2%
ID's	15,106	11.6
Programs	21,118	16.2
Total	\$130,353	100.0%

\*Includes Participations.

Co. (and bottlers), with \$315,300; S. C. Johnson & Son, with \$871,000; Jacob Ruppert brewery, with \$331,000; Sun Oil Co., with \$380,600.

Other companies which showed extensive increases in the second quarter, compared to the same '57 period, were: Adell Chemical Co., from \$700,300 to \$2,961,800; American Home Products, from \$850,000 to \$1,880,500; Bristol-Myers Co., from \$409,400 to \$732,500; Drug Research Corp., from \$8,800

NO SQUEEZING—General Foods Corp. will introduce its Tang, which has been in test markets for about a year (AA, Aug. 12, '57), in New York and New England with color pages like this in Sunday supplements on Aug. 31. Young & Rubicam, New York, is the agency.

kers of baby foods, clothing, drugs and furniture. Distribution is scheduled at newsstands and in 100,000 retail outlets, including supermarkets and drug stores.

Advertisers include Beech-Nut baby foods, Calgon cleansers, Duff-Mott Foods, Hanes Knitting, H. J. Heinz, Kleinert Rubber Co., Pabulum, Pacific Mills, Port-a-Crib furniture, Procter & Gamble, Q-Tips, Revlon and Staley Mfg. Co.

Pocket Books will boost the special section with pre-packs and point of purchase displays for participating retail outlets. Guaranteed circulation of the revised edition is 500,000, the company said. #

## 15 Advertisers Sign for Pocket Books' New Spock Edition

NEW YORK, Aug. 22—At least 15 advertisers have signed with Pocket Books Inc. for space in a special color ad section to be included in a revised edition of "Dr. Spock's Baby & Child Care," due for distribution in December.

The Benjamin Co., Pocket Books' rep, said the color section will be bound into the best-selling baby book, carrying ads for ma-

## Fischer Joins Eberhard

Harry E. Fischer, for the past nine years advertising and sales promotion manager of Helbros Watch Co., has been appointed to the similar position with Eberhard Faber Pencil Co., Wilkes-Barre, Pa. He succeeds Fred W. Strickler, who has been named director of product development.

# Colgate Names D'Arcy for Cashmere Bouquet

(Continued from Page 1) every one.

D'Arcy billed \$52,100,000 in 1957. Mr. Ganger said the agency will enter 1959 with volume "well over \$60,000,000."

Mr. Ganger paid tribute to the "team men" at D'Arcy. "We have a wonderful gang of talented pros here," he said. "It's not one man. It's a group."

Mr. Ganger said the agency has been steadily adding people during the past four years and therefore will not be in the market for a flock of new personnel to service the new business.

Noting that the New York office has expanded in size by four times in the past four years, he said: "We are completely staffed."

The agency chairman also emphasized, "we are still selling the same D'Arcy philosophy—association with blue-chip accounts."

■ The new business gives D'Arcy a highly diversified client roster. The agency is in automobiles (Studebaker), oil (Indiana Standard), beer (Budweiser), soap (Colgate), tires (General Tire), foods (Gerber and Monarch), liquor (Glennmore), chemicals (Olin Mathieson), transportation (Missouri Pacific), soft drinks (Nehi) and wines (Taylor).

Also, contrary to previous reports, D'Arcy will not have to relinquish White Motor Co., Cleveland, to take on Studebaker. Mr. Ganger explained that while White and Studebaker both make trucks, they are different kinds—and non-competitive.

F. C. Weber, vp in the New York office and a D'Arcy board member, will be account supervisor on Studebaker. The agency will open a contact office in South Bend, Ind., but the account will be serviced largely from New York.

Murray Leddy, who joined D'Arcy two years ago, will be account supervisor on Cashmere Bouquet soap. John Garber, who joined the agency last January, will supervise the cosmetics account.

■ In confirming D'Arcy's appointment, Studebaker-Packard also released details of its refinancing program. This includes new agreements with 20 banks and three insurance companies which are S-P creditors.

It also includes a new diversification program, headed by A. M. Sonnabend, president of Hotel Corp. of America, who will be in charge of an acquisitions committee and who will become a member of the board. Mr. Sonnabend is regarded as an expert on "sick" companies, having rehabilitated quite a few of them.

Harold E. Churchill, president of S-P, said the prime considerations in D'Arcy's selection were the agency's work on the Packard account in 1956, its 10-office network, its emphasis on field marketing, its excellent reputation in business and financial circles and its "over-all capacity to provide for the company's new advertising needs."

The first need, on which D'Arcy already is working, will be the introduction of the new Studebaker small car this fall. This is a car comparable in size and price to the Nash Rambler. It will come in four models—a two-door and four-door sedan, a two-door hardtop and a station wagon. The Scotsman line is being discontinued.

■ Studebaker turned over to D'Arcy its entire account, including advertising for the imported

Mercedes-Benz lines. The entire account was previously serviced by Burke Dowling Adams Inc. largely as a result of its long and close association with Curtiss-Wright Corp., the aircraft engine company which entered into a management agreement with Studebaker in 1956. Curtiss-Wright announced the termination of this agreement earlier this week.

Mr. Ganger made it known that he has already seen and driven the new Studebaker, and he predicted that it "would more than fulfill every expectation and requirement of the motoring public."

■ Contrary to earlier reports, which had Cashmere Bouquet probably going to Norman, Craig & Kummel, the final nod went to D'Arcy. The account includes Cashmere Bouquet soap and cosmetics and presumably "The Big Payoff" television show, although the latter was not mentioned in the official announcement.

This gives D'Arcy its second chunk of Colgate business this year, both being accounts resigned by an agency clearing out of the Colgate picture. It picked up roughly \$2,000,000 worth of Halo shampoo billing in January, following the resignation last November by Carl S. Brown Co. of all Colgate business.

Cashmere Bouquet was resigned by Bryan Houston Inc. July 22, less than a month after Colgate took the Ajax cleanser account out of the agency and gave it to McCann-Erickson.

■ Two reasons have been advanced for D'Arcy winning out over NC&K: (1) The agency reportedly promised to increase sales in six months' time; (2) D'Arcy's media plans impressed top Colgate decision makers. #

## Richard Fencel Forms New Car, Truck Rental Company

Nationwide Rent-A-Car Or Truck Inc., new car and truck leasing system, has been organized in Chicago by Richard J.

Fencel, former president of Greyhound Rent-A-Car Inc., and a group of associates. Mr. Fencel said that for a period of at least two years Nationwide will concentrate on long-term leasing of trucks and automobiles.

Eventually, he said, the company will add a daily rental operation. Distribution of vehicles—through auto dealers—will begin some time in October.

The company expects to lease between 3,000 and 5,000 cars and trucks in its first 12 months of operation. Direct mail will be used initially to promote the company. Mr. Fencel, who resigned as Greyhound Rent-A-Car president May 2 to organize Nationwide, is president. Other officers are Richard Larsen, formerly with Greyhound, vp and comptroller; Donald Stone-sifer and Eugene Carroll, vps; R. J. Smeskal, secretary; and John J. Fogarty, treasurer.

## Jacobsen Named Ad Director

Marshall Jacobsen has been appointed advertising director of Industrial Editor and Technical Communications, Los Angeles. He was formerly advertising manager of a retail drug chain in the San Fernando Valley.



Richard Fencel

# Top 100 Spot TV Advertisers Second Quarter, 1958

Source: Television Bureau of Advertising from N. C. Rorabaugh Data

Gross Time Expenditures		Gross Time Expenditures		Gross Time Expenditures	
1. Procter & Gamble Co.	\$8,454,700	34. Drug Research Corp.	717,200	68. Dr. Pepper Co. & bottlers	377,900
2. Lever Bros. Co.	4,636,800	35. General Mills	713,800	69. Corn Products Refining Co.	374,700
3. Colgate-Palmolive Co.	4,180,400	36. Anheuser-Busch	713,400	70. B. T. Babbitt Co.	374,600
4. Brown & Williamson Tobacco Co.	3,237,700	37. R. J. Reynolds Tobacco Co.	676,500	71. Hills Bros. Coffee	371,300
5. General Foods Corp.	3,110,300	38. Pabst Brewing Co.	649,200	72. Great A & P Tea Co.	368,200
6. Adell Chemical Co.	2,961,800	39. Falstaff Brewing Corp.	640,500	73. M. J. B. Co.	366,600
7. Continental Baking Co.	2,390,500	40. Liggett & Myers Tobacco Co.	582,600	74. American Bakeries Co.	365,100
8. Miles Laboratories	1,917,200	41. Marathon Corp.	555,500	75. Pacific Tel. & Tel. Co.	359,800
9. American Home Products	1,880,500	42. Alberto-Culver Co.	519,500	76. Nestle Co.	350,400
10. P. Lorillard & Co.	1,653,200	43. Frenchette Co.	515,000	77. F.&M. Schaefer Brewing Co.	349,800
11. Philip Morris Inc.	1,339,400	44. Piel Bros.	513,600	78. Exquisite Form Brassieres	348,100
12. National Biscuit Co.	1,286,300	45. Dumas-Milner Co.	506,700	79. American Sugar Refining	347,200
13. Carter Products	1,253,600	46. Jos. E. Schlitz Brewing Co.	506,700	80. U. S. Rubber Co.	345,900
14. International Latex Corp.	1,188,400	47. William Wrigley Jr. Co.	506,500	81. Safeway Stores	336,000
15. Coca-Cola Co. & bottlers	1,118,500	48. Salada-Shirriff-Horsey	495,000	82. Jacob Ruppert Brewery	331,300
16. Sterling Drug	1,109,200	49. Ward Baking Co.	484,600	83. Quaker Oats Co.	323,200
17. Charles Antell Inc.	1,095,400	50. Swift & Co.	484,100	84. Tidy House Products Co.	321,000
18. Warner-Lambert Pharmaceutical Co.	1,073,600	51. American Tobacco Co.	483,800	85. Atlantic Refining Co.	316,000
19. Standard Brands	967,600	52. P. Ballantine & Sons	480,800	86. Hoffman Beverage Co. & bottlers	315,300
20. Pepsi Cola Co. & bottlers	967,000	53. J. A. Folger & Co.	461,300	87. Maybelline Co.	314,900
21. Andrew Jergens Co.	965,200	54. Burgermeister Brewing Corp.	460,000	88. Carling Brewing Co.	309,500
22. Texize Chemicals Inc.	900,500	55. Harold F. Ritchie Inc.	456,900	89. Ford Motor Co.	301,800
23. Food Manufacturers Inc.	871,900	56. H. J. Heinz Co.	455,800	90. Kroger Co.	301,600
24. S. C. Johnson & Son	871,000	57. U.S. Borax & Chemical Corp.	446,300	91. Max Factor & Co.	300,100
25. Gillette Co.	857,500	58. Theo. Hamm Brewing Co.	432,300	92. Interstate Bakeries	294,200
26. Robert Hall Cloth	843,000	59. Standard Oil Co. (Ind.)	428,700	93. Rayco Mfg. Co.	292,700
27. Texas Co.	820,100	60. Norwich Pharmacal Co.	416,200	94. Best Foods	292,600
28. Esso Standard Oil Co.	817,900	61. Phillips Petroleum Co.	406,600	95. Sardeau Inc.	290,100
29. Bulova Watch Co.	812,600	62. General Cigar Co.	405,600	96. George Weidemann Brewing Co.	286,600
30. Shell Oil Co.	807,700	63. Parker Pen Co.	404,500	97. Blatz Brewing Co.	280,700
31. Nehi Corp. & bottlers	768,800	64. Block Drug Co.	399,400	98. Hunt Foods	278,800
32. Bristol-Myers Co.	732,500	65. Kellogg Co.	395,100	99. American Health Studios	277,500
33. Gulf Oil Corp.	727,000	66. Canada Dry Co. & bottlers	383,500	100. E. & J. Galo Winery	273,600
		67. Sun Oil Co.	380,600		



## McAdams, DCS&S Named in Shakeup at Hoffman-La Roche

(Continued from Page 1)  
resignation announcement.

The Wilson-Enloe communique said the two were resigning the Hoffman-La Roche business because of "basic and irreconcilable differences of opinion over policy with new management."

■ Behind the resignations lie a change in top management at Hoffman-La Roche and a decision to bring out a new product. The new product is reportedly in the same field as Gantrisin, an anti-infection sulfa drug, probably the top seller in the Roche line.

The company invited five agencies to make presentations for the account of the new product: Enloe; Doherty, Clifford; McAdams; Chew, Harvey & Thomas and Sudler & Hennessey.

Wilson was not invited, because it had a competitive product. Enloe, although invited, never presented. Instead, it found common ground with Wilson in objecting to new policy steps at Hoffman-La Roche.

These disagreements resulted last week in the joint resignation.

■ Hoffman-La Roche said it then parceled out its entire account to McAdams and DCS&S on the basis of the presentations made for the account of the new product.

The company said the account will be split about 50-50 between the two agencies, but the product breakdown indicates McAdams has an edge. McAdams is getting Gantrisin, the new product, and Marsalid, the anti-depressant drug which catapulted the company into the news headlines recently when an over-dosage resulted in the death of a patient.

14 products were assigned to DCS&S.

The total account, which is for medical journal advertising only (Roche does virtually all of its direct mail itself), is estimated at a little over \$1,000,000.

■ The management change which precipitated this turn of events was the departure last month of Robert A. Hardt, exec vp and "Drug Man of the Year" in 1957. Mr. Hardt left to become president of Armour Pharmaceutical Co., subsidiary of Armour & Co.

Into his place stepped Dr. V. D. Mattia, as general manager of the Roche division. Dr. Mattia is a 35-year-old physician who, before joining Hoffman-La Roche, worked for Merck, Sharpe & Dohme and Pharmaceutical Advertising Associates.

McAdams is returning to an account it lost six years ago after a disagreement with Hoffman-La Roche. It was Mr. Hardt who pulled the account out of the agency. It is now Dr. Mattia who is returning the business to the McAdams shop.

■ A former McAdams executive, William Duryea, also figures in the DCS&S appointment. Mr. Duryea resigned his exec vp post with McAdams earlier this year to head up a new professional unit at Doherty, Clifford. This is his second account acquisition. Ciba Pharmaceutical Products Inc., another Swiss-owned company, assigned a portion of its account to DCS&S last May.

Pharmaceutical admen are awaiting with great interest the program to be mounted by the Marshchalk & Pratt division of McCann-Erickson. Another former McAdams man, Maxon Davis, has joined M&P to head up a new medical department, which will be in the market for clients (AA, Aug. 18). #

## Last Minute News Flashes

### Fradkin Joins Kameny Associates

NEW YORK, Aug. 22—Russell Fradkin, head of the mail order agency bearing his name, has joined Kameny Associates as a senior account supervisor, bringing with him all his accounts. Fradkin Advertising was 10 years old.

### Three Join Bryan Houston

NEW YORK, Aug. 22—Bryan Houston Inc. has appointed Peter Keveson creative supervisor in the drug division, Coral Eaton associate director in charge of media analysis and Peter J. Smith producer in the tv-radio department. Mr. Keveson was formerly vp and radio-tv copy chief at Lennen & Newell; Miss Eaton was in charge of radio and tv research at McCann-Erickson, and Mr. Smith was manager of the Telesales department at NBC.

### Planters Starts TV Spot Drive; Other Late News

● **Planters Nut & Chocolate Co.**, Wilkes-Barre, will launch its first major tv spot campaign for five weeks starting Sept. 1. The 13-market drive will use minutes, 20s and 60s to advertise cooking and salad oil, and peanuts. Major cities include Chicago, Philadelphia, Pittsburgh, Cleveland, Milwaukee, Syracuse, Richmond and Norfolk. Don Kemper Co. is the agency.

● **Robert H. Cary**, formerly with Doyle Dane Bernbach Inc., New York, has joined the Des Moines office of J. M. Hickerson Inc. as an account executive.

● **Billings** for "The Big Payoff," Colgate-Palmolive Co. quiz show resigned by Bryan Houston Inc. recently, have been assigned to Lennen & Newell, New York.

● **Outdoor Life** has confirmed reports that it will acquire *The Fisherman*, published by Fisherman Press Inc., Oxford, O. While no details are available, it is believed that *Outdoor Life* will absorb *The Fisherman* and its 325,000 circulation. Purchase price and date were not disclosed.

● **Admiral Spring & Mfg. Co.**, New York, has named Zakin Co. to handle advertising and sales promotion, effective Sept. 1. Admiral previously advertised direct.

● **Robert McGredy**, who recently resigned as vp in charge of tv for WCAU-TV, Philadelphia (see Page 168 of this issue), has been appointed national tv sales manager for the Westinghouse Broadcasting Co., New York. Mr. McGredy succeeds Thomas Judge, who resigned.

● **Edwin Diehl**, formerly public relations director for Shulton Inc., has joined *This Week Magazine*, New York, as promotion manager. He succeeds Ted Royal, who has resigned to join an undisclosed company on the West Coast.

● **Oral Roberts Evangelistic Assn.**, organizer of Oral Roberts' evangelistic meetings throughout the country, has named Keyes, Madden & Jones to handle its \$1,250,000 ad account, succeeding C. L. Miller Co. which has been merged into Lennen & Newell (see Page 8). Oliver M. Presbrey, who has handled Oral Roberts' pr, is joining Keyes, Madden as a vp and will continue on the Roberts account.

● **The Secret Service** reported today that tv's lucky number shows have developed a new form of counterfeiting: There have been five instances lately in which viewers altered serial numbers of dollar bills in the hope of hitting a \$5,000 jackpot on the CBS program "Top Dollar." Agents warned that alteration of currency with intent to defraud is punishable by as much as 15 years in jail and \$5,000 fine.

● **Top-Wip Inc.**, Los Angeles, a Reddi-Wip subsidiary, has moved its advertising account from Campbell-Mithun to D'Arcy Advertising Co., Los Angeles, which also handles the Reddi-Wip account. Acquisition of Top-Wip, a low calorie whipped table cream, brings the Reddi-Wip billing in the D'Arcy shop to more than \$1,000,000. Concurrent with the agency switch, Howard Claypoole, Reddi-Wip ad manager, announced an extensive Top-Wip fall drive aimed at market development, using newspapers as the major medium.

● **The Saturday Evening Post** announced its October business already on the books will show an 8.4% gain over the same period in 1957. Peter E. Schruth, vp and ad director of the Post, noted that "the revenue picture for national advertising is getting much brighter."

● **Photographic Trade News**, New York, will change from monthly to bi-weekly frequency beginning Jan. 5, and will appear every other Monday. The news staff will be expanded with correspondents in key cities. *Photographic Trade News* reported that its lineage to date is 7% ahead of 1957.

● **Fulton-Morrissey Co.**, Chicago, has been appointed to handle advertising for Overhead Door Corp., Hartford City, Ind. Applegate Advertising Agency, Muncie, Ind., is the previous agency.

● **Waldie & Briggs**, Chicago, has been named to handle advertising and sales promotion for AllianceWare Inc., Alliance, O., maker of plumbing fixtures and porcelain-on-steel wall panels. Carr Liggett Advertising, Cleveland, is the former agency.

● **Alpha Beta Food Markets Inc.**, 50-unit supermarket chain in Southern California, has appointed Donahue & Coe, Los Angeles, to handle its advertising, effective Oct. 1. The account will bill about \$750,000. Hixson & Jorgensen is the previous agency.

● **William A. Graves Associates**, New York, has been formed to promote, develop and service all types of outdoor advertising, including junior panels, 24-sheet posters and all types of spectaculars. Mr. Graves for the past nine years has been an account executive with Outdoor Advertising Inc. The company will be headquartered at 250 Park Ave.

● **A creative group** headed by Morris (Steve) Mudge has switched from Burke Dowling Adams Inc. to D'Arcy Advertising Co., New York, to handle dealer associations on the Studebaker-Packard account. Moving to Burke Dowling Adams' Atlanta office in the wake of the Studebaker-Packard loss is Roy Hudson, manager of the agency's South Bend operation.

### Shelton to Wenger-Michael

Kay Shelton, formerly in the media department of Compton Ad-

vertising, San Francisco, has joined Wenger-Michael, San Francisco, as media buyer.

## Blatnik to Seek Funds to Aid FTC in Policing Ads

(Continued from Page 1)  
requesting additional money and personnel. He is confident that Congress is going to change that situation and give FTC "the status" it needs to deal with dangerous advertising situations.

Assuming that his subcommittee on legal and monetary affairs remains in business next year, Rep. Blatnik expects that some of its work may be in the advertising field. On the other hand this may not materialize, because he thinks the subcommittee has carried out its mission: To find out whether FTC is functioning efficiently.

■ While Rep. Blatnik was a stranger to advertising before he started the FTC investigation in July, 1957, he's no novice on the Hill.

During this session in particular, Rep. Blatnik has emerged as an influential figure in many areas of legislation in Congress.

■ Of the many suggestions which his subcommittee turned up for strengthening the enforcement of false advertising laws, the ones he is most immediately concerned with are those calling for more money, more staff, and a streamlining of FTC's procedure. He plans to reintroduce his bill requiring cigaret makers to use labels which disclose tar and nicotine content. And he is inclined to be sympathetic with proposals to turn food and drug advertising over to the Food & Drug Administration and gradually to shift more of the burden of proof to the advertiser.

Shifting food and drug advertising to FDA makes sense, he says, because FDA already is deeply involved with these products and has facilities for dealing with them.

On the "burden of proof" issue, he rejects the contention that this puts the advertiser in the position of being guilty until he can prove himself innocent. "They make these statements," he says, "and it ought to be up to them to support them."

■ One of the miracle ingredients in a nationally famous toothpaste is nothing more than a detergent, he recalled. "Why should we allow them to get away with that kind of thing?"

Have the hearings accomplished anything? Rep. Blatnik is sure they have.

The cigaret people wouldn't come in to testify, he recalls, "but they certainly have been pulling in their horns."

"Now we have filters with as little as 12 mg of tar and nicotine. Last year they were up in the 20s. Look what has happened to Hit Parade. They were 'way up; now they are 'way down.'"

■ It is no secret here that many of the legislative committees resent the vigor with which the subcommittee on legal and monetary affairs blusters into the areas which are under other jurisdiction.

Rep. Blatnik seems to feel, however, that his personal relationships with other congressmen are sufficiently good so that no necessary move to carry out important steps for FTC's improvement will be impaired.

"In the past five years, a small group of us have been successful in getting some really important appropriations for mental health," he said. "I think we can do the

same thing for FTC."

In these final days of the session, Rep. Blatnik seems almost embarrassed by the strong words his subcommittee used to describe FTC's record in the advertising field.

"By nature, I don't like to be destructive and to keep beating them," he said. "Those reports were necessary in order to point up what needs to be done. But now I would like to stop this sort of thing and see what we can do to build up the agency and to help it improve itself." #

## Florist Group's Account Goes to Keyes, Madden

(Continued from Page 1)

Daudelin, was not available for elucidation on the Keyes, Madden selection. But Gordon Conn, ad manager of FTDA, said the Detroit office factor had been only a secondary consideration.

■ He also told ADVERTISING AGE it is "entirely coincidental" that Howard A. Jones, who was exec vp and head of the creative staff of Grant Advertising for 14 of the 15 years FTDA was in the Grant shop, is also a principal in FTDA's new agency.

Grant, whose New York office has been handling FTDA, will end its FTDA billings early in September.

The pr part of the FTDA account also previously handled by Grant is not included in the Keyes, Madden assignment. Mr. Conn said the choice of a pr shop won't be made for another 30 to 60 days and that no specific pr shops have been considered yet.

FTDA's pr budget from mid-1958 to mid-1959 is \$100,000—the ad budget for that period is \$1,700,000.

■ No immediate major shift in FTDA's advertising is inherent in the agency change, Mr. Conn said. But high on the agenda, he added, is some research work now being undertaken by Keyes, Madden, which doubtless will influence FTDA's future ad program.

Neither FTDA nor Grant has ever said what finally led to the break between them, announced late in June (AA, July 7), but the word in florist circles is that the association was not happy about having so much of its ad money put into Edward R. Murrow's "Person to Person" show (CBS-TV), a series slated to end Sept. 12.

However, FTDA has for several years now periodically heard presentations by other agencies, an indication that the advertiser may have had the agency change possibility in mind for quite a while. #

### WILLIAM SCOTT LEONARD

CHICAGO, Aug. 19—William Scott Leonard, 44, an account executive of J. Walter Thompson Co., died yesterday of a ruptured aorta in Passavant Hospital.

Mr. Leonard joined Thompson in July, '56 as an account representative following eight years with Young & Rubicam, also in Chicago, where he became a vp and account supervisor. Prior to that he had been associated with Vick Chemical Co., New York, for four years as a wholesale and retail salesman, as assistant to the vp in charge of sales and as new product manager.

He had also been associated with Batten, Barton, Durstine & Osborn and J. M. Mathes Inc., both in New York. Mr. Leonard was a graduate of the school of journalism of the University of Missouri.

## Rothmans Admits Cigaret-Cancer Tie; Ads Stress Improvements, Moderation

(Continued from Page 3)

6. "Transposing this data to cigarette smoking, an increasing section of scientific opinion believes that if the tar intake from a single cigarette were reduced to the range of 18 to 20 milligrams (mgs.), there would be a significant reduction in the possible risk of lung cancer. Most of the world's cigarettes today yield in the vicinity of 30 mgs., and there are many which exceed 40 mgs."

Recent independent tests show that American cigarette brands have achieved considerable reductions in tar and nicotine intake during the past year. "Consumer Reports," which has made continuing laboratory tests, said recently that the tar intake from a single cigarette ranged from 10 mgs. for Sano and the new Hit Parade to 34 mgs. for king-size Chesterfield.

At this point in the ad, Rothmans noted that the tar intake from one of its king-size cigarettes is controlled at the 18-20 mgs. level by (1) use of tobaccos of lower tar content, (2) the fitting of an effective filter and (3) stubbing out the butt at "about one-third of its length (for which purpose the extra length of Rothmans King Size is provided)."

7. "There are no scientific grounds to justify the reduction of tar in a single cigarette to less than 18-20 mgs., except in the case of very heavy smokers of more than 2 packs (40 cigarettes) a day.

"N.B. To such smokers Rothmans advocates moderation.

"Reducing the tars in cigarettes to the level of 18-20 mgs. does not affect the pleasure of smoking. Indeed, once people have smoked such cigarettes, they find satisfaction and enjoyment in the cleaner smoke. Below 18-20 mgs., tobacco begins markedly to lose its taste and aroma, and there would be less and less satisfaction as the readings drop."

8. "Unburned tobacco contains no cancer forming agents. They are formed only during combustion. Any plant material sets free cancer forming agents when burned at a high temperature. (If lettuce were smoked, the result would be the same.)"

Research projects are under way to seek a chemical "to make tobacco burn at a lower temperature."

9. "Some statistical studies indicate a higher mortality rate from lung cancer among cigarette smokers than among smokers of cigars and pipes. However, in laboratory experiments, the carcinogenic activity from cigar and pipe smoke was found to be greater than in cigarette smoke, because, burning at a high temperature for a longer time, combustion is more complete in cigars and in pipes."

10. "The tobacco-cancer problem is difficult and nebulous. It has brought forth many conflicting theories and evidences. But great knowledge and a better understanding have been gained through research. The controversy is a matter of public interest. The tar contents of the world's leading brands of cigarettes are today under the scrutiny of medical and independent research.

"A list of cigarettes, some of which have achieved significant tar reductions of up to 40% in the past year, was tabled at the International Cancer Congress by an eminent cancer expert."

Rothmans added here that "independent research" has shown

that Rothmans king size filter "yields from 14.4% to 38.7% less tars than the four other best selling filter brands in Canada" and that Rothmans king size regular brand "yields from 26.5% to 34.0% less tars" than the three best known regular brands in Canada.

A final statement concluded: "Rothmans research division welcomes the opportunity to reiterate its pledge:

"To continue its policy of all-out research.

"To impart vital information as soon as available.

"To give smokers of Rothmans cigarettes improvements as soon as they are developed."

"In conclusion, as with all the good things of modern living, Rothmans believes that with moderation smoking can remain one of life's simple and safe pleasures."

### SMOKING-CANCER DATA WEAK: MEDIC

KINGSTON, R. I., Aug. 19—Available scientific evidence does not provide an answer to the question of whether cigarette smoking, or any other single factor, is significant in causing human lung cancer, Dr. Robert C. Hockett, associate scientific director of the Tobacco Industry Research Committee, told the annual convention of New England chemistry teachers last night at the University of Rhode Island.

"The chemical and biological experimental evidence is so weak," he said, "that probably no biologist or cancer expert would be in the least impressed by the anti-smoking theory if it were not for the association of much-disputed statistical reports.

"Statistics are a valuable tool in research, but they do not and cannot in themselves establish cause and effect relationships," Dr. Hockett said. "This is especially so when only one factor is studied in relation to disease, as is the case with most studies involving smoking."

Dr. Hockett discussed recent scientific reports of experiments with laboratory animals which failed to show any cancer-causing activity with tobacco smoke or smoke derivatives.

As for skin painting experiments, he said, contradictory results have been produced, some probably because of the varying dosages and the different ways in which smoke condensates were prepared.

"In any event, the questionable results of mouse painting cannot be translated to man," he said. "For instance, one scientist painted mice with a coal-tar-based remedy used for human skin ailments and induced a large number of tumors. Yet this same preparation has been used for more than 100 years by humans with no report of tumor-causing activity."

Dr. Hockett described briefly the work of the scientific advisory board of the Tobacco Industry Research Committee. The board, he said, comprises nine independent scientists, has complete freedom in its research policy and program, and has so far allocated \$2,200,000 to scientists in the country's leading medical and educational institutions.

The position of the board, Dr. Hockett said, "is that so far too little is known about lung cancer and heart diseases, in particular, to warrant pointing the finger of guilt at any specific cause or causes." #



Darling, I'm having the most extraordinary experience...

I've had over 100 baths in DOVE.



CREAM BATH—Of all the ads Reva Korda has done for Ogilvy, she says, this is probably her favorite. The object was "to increase the bath use of Dove."

## Ad Tyro Wastes Effort in Agency Mailroom: Korda

(Continued from Page 3)

facts are there, the message is there, but it doesn't sound like English—and then I realize the copy has been gone over so many times by so many people that it's lost all the rhythm, the natural flow and feeling of the language. By the time it's been researched, motivated, merchandised, written and rewritten, it ends up like strained baby food."

From this it's easy to see Mrs. Korda hates nothing more than rewriting her copy—"I'd rather write 17 memos explaining why I shouldn't! I feel a person knows when he's ready to write a piece of copy. After you've absorbed all the research, thought it all through, then you sit down and write it."

And this first writing, she believes, is apt to be the best. The first rush of words is more inspired, less forced and studied, has the natural rhythm of words which is often lost when the copy is reworked.

Mrs. Korda got into advertising "sheerly by accident." She graduated in 1947 from Hunter College with the plight of many a college graduate: "I was a fairly well-educated young woman with a broad liberal arts background, but nothing to point to on a resume."

Her first job was as an editorial assistant at C. S. Hammond & Co., but after five months of constant proofreading and three changes in her eyeglass prescription, she decided her future lay in other fields—perhaps Chicago. A three-month stint with a publicity outfit in the Windy City left her cold and homesick, and she was quickly back at home with her parents in New York.

At this point her father noticed a want ad Bernice Fitz-Gibbon was running—half as a publicity stunt, half as a serious quest—looking for Phi Beta Kappas to work in Gimbel's ad department. Mrs. Korda got the job and began her advertising apprenticeship under the Fabulous Fitz, "who could teach anyone to write."

After two and one-half years, Mrs. Korda had saved up enough money to finance a three-month leave of absence in Europe. But once she got there, she developed

"a miraculous capacity for living on nothing" and managed to stretch her savings out for a year, living in Paris most of the time.

She arrived back in New York with 30¢ in her pocket. This time she ended up in Macy's ad department where she worked for the next year and one-half. Among the Macy ads she turned out was an institutional series aimed at picturing the store as a warm, friendly place to shop, despite its vastness. One of these, a St. Patrick's Day ad it was, caught the attention of David Ogilvy.

Next scene: Mrs. Korda is at Ogilvy, Benson & Mather, assigned to the Schweppes account. Since then she has also worked on Lady Hathaway, Dove, Pepperidge Farm, Thom McAn and the British Travel Bureau. For the past few months she's concentrated on the Rubinstein account.

Many of the ads she did two years or more ago are still running, particularly the Schweppes ones: Commander Schweppes and husky team mashing through the snow, Commander Schweppes and his icicled beard, etc. "Fortunately this agency believes that when you have a good ad there's no point in changing it just because someone at the agency has gotten tired of it."

She's been at the agency for five years now, "and I'll never leave unless I'm fired," she says, adding how lucky she feels to have worked with Fitz-Gibbon and Ogilvy, "the two greatest writers in advertising."

### Kimberly-Clark Names Altree to Marketing Counsel Post

Arthur F. Altree, formerly marketing director of Kimberly-Clark Ltd. of Great Britain, has been named to the foreign operations division of Kimberly-Clark Corp., Neenah, Wis. In his new post, Mr. Altree will be responsible for advising the various international subsidiary companies on their marketing operations.

Before joining Kimberly-Clark Ltd. in 1954, Mr. Altree was assistant ad manager of International Cellulotton Products Co. R. M. Carpenter, formerly a director of Foote, Cone & Belding Ltd., London, succeeds Mr. Altree as marketing director.

### Cullen Names Forrest

Leland F. Forrest has been named Chicago manager of John W. Cullen Co., publishers' representative. Mr. Forrest was with the national and classified advertising departments of the Chicago Sun-Times before joining Cullen earlier this year.

**USE MISSOURI NEWSPAPERS THE EASY WAY**

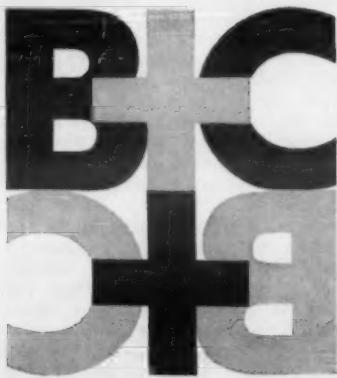
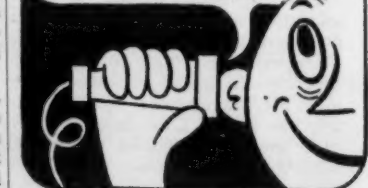
Whether you use one or all of Missouri's 398 newspapers it's easier, faster, cheaper with Missouri Press Service.

**ONE ORDER—ONE BILL—ONE CHECK**

Advertising Agencies and Advertisers Send for your free directory and rate book of Missouri's Daily, Weekly and Sunday newspapers.

**MISSOURI PRESS SERVICE, INC.**

WALTER WILLIAMS HALL  
Columbia, Missouri



...means

**Bertsch + Cooper**

...it also means

typographic

excellence for

ads requiring

special attention

Type faces used are:  
Fortune Bold • Times Roman Italic

United Newspapers Magazine Corporation  
is proud to announce that **THIS WEEK** Magazine  
will become a part of the  
**Buffalo Evening News** effective October 4, 1958,  
and of the **Omaha World-Herald**  
effective October 26, 1958.

**THIS WEEK** Magazine  
shares the power and prestige  
of these **39** great newspapers

The Baltimore Sunday Sun  
The Birmingham News  
Boston Sunday Herald  
**Buffalo Evening News**  
The Charlotte Observer  
Chicago Daily News  
The Cincinnati Enquirer  
Cleveland Plain Dealer  
The Dallas Morning News  
The Denver Post  
Des Moines Sunday Register  
The Detroit News  
The Houston Post  
The Indianapolis Star  
The Jacksonville Florida Times-Union  
Los Angeles Times  
The Memphis Commercial Appeal  
The Miami News  
The Milwaukee Journal  
Minneapolis Sunday Tribune  
New Orleans Times-Picayune  
New York Herald Tribune  
Norfolk Virginian-Pilot and Portsmouth Star  
**Omaha World-Herald**  
The Philadelphia Sunday Bulletin  
The Phoenix Arizona Republic  
The Pittsburgh Press  
Portland Oregon Sunday Journal  
Providence Sunday Journal  
Richmond Times-Dispatch  
Rochester Democrat and Chronicle  
St. Louis Globe-Democrat  
The Salt Lake Tribune  
San Antonio Express and Sunday News  
San Francisco Chronicle  
The Spokane Spokesman-Review  
The Syracuse Post-Standard  
The Washington Sunday Star  
The Wichita Sunday Eagle



The most widely read magazine in America. ABC Circulation 12,514,795

# THE CHRONICLE MEANS THE WEST



Represented by Sawyer Ferguson Walker